

Can It Run Without You?

Building to Last

Do you have the right culture, people
and systems?





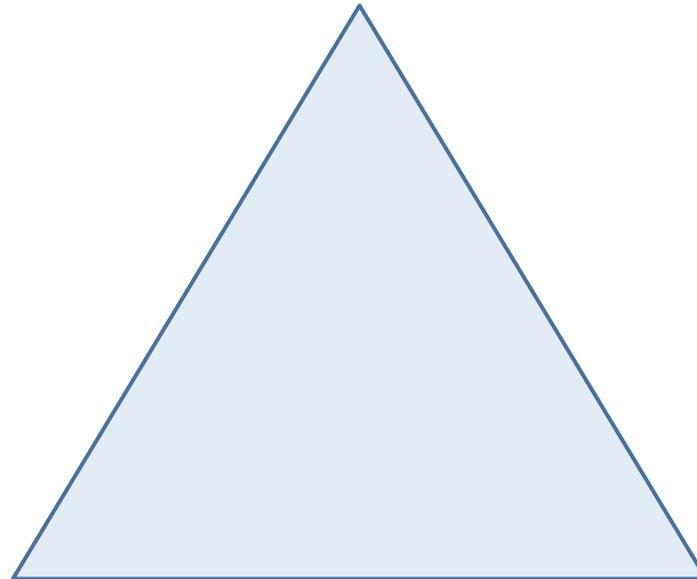
Why Do Businesses Exist?



- Provide service/product or both
- Types: public, private, NPs
- Growth
- Hopefully have fun

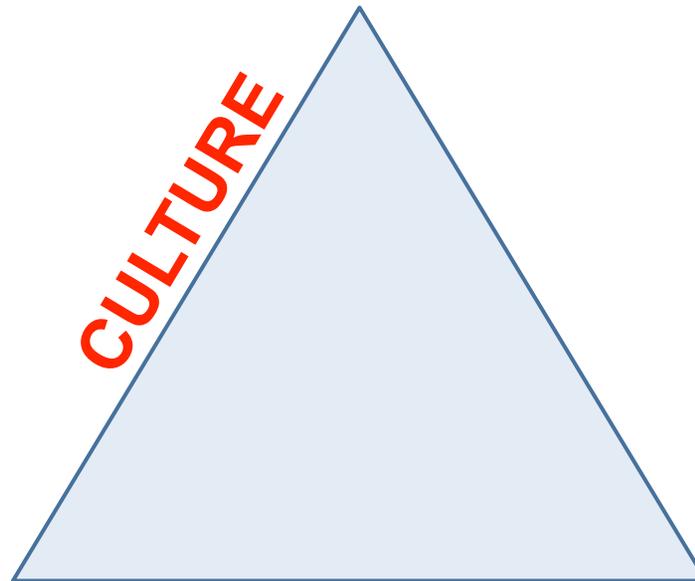


What Makes Up a (Successful) Business?



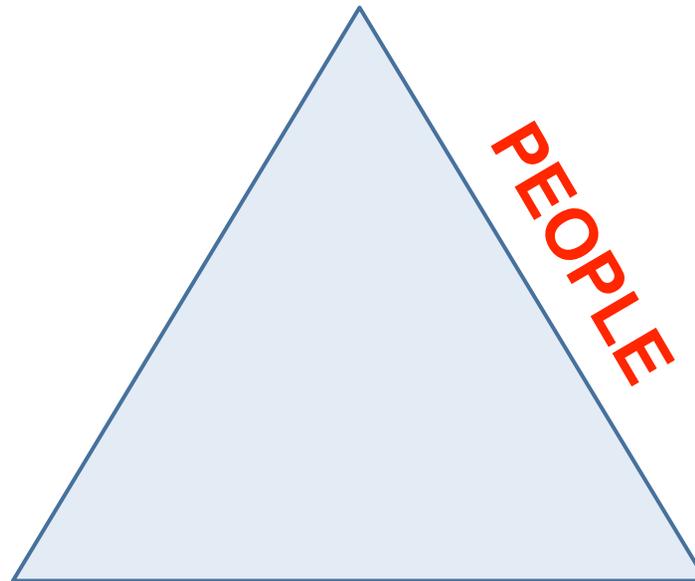


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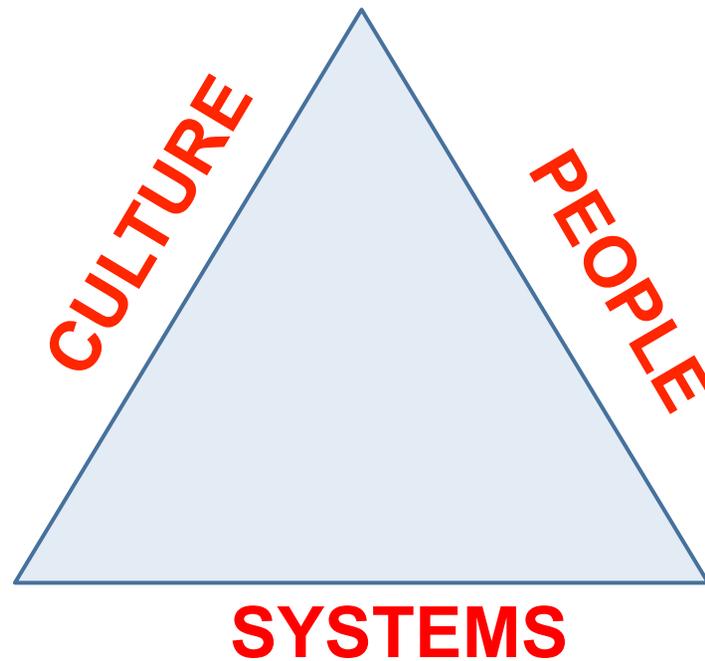


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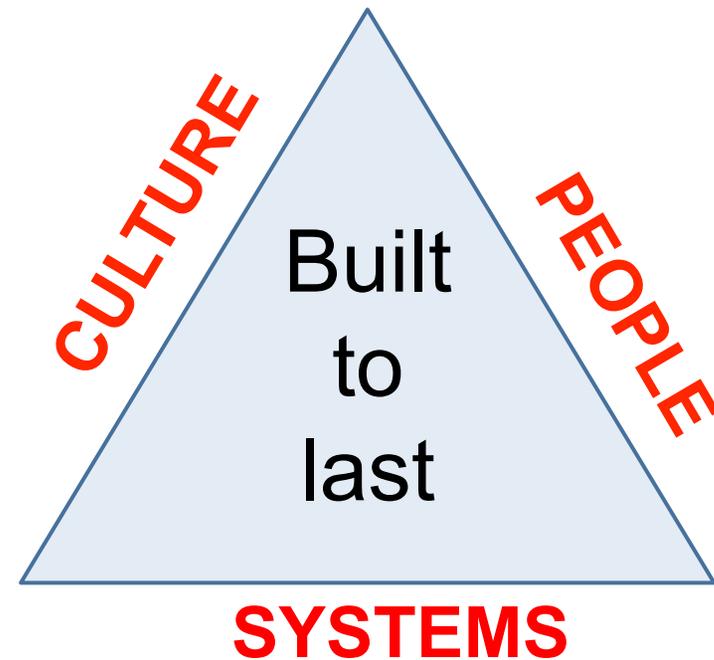




What Makes Up a (Successful) Business?



- A foundation that is built to last
- Needs effective leadership



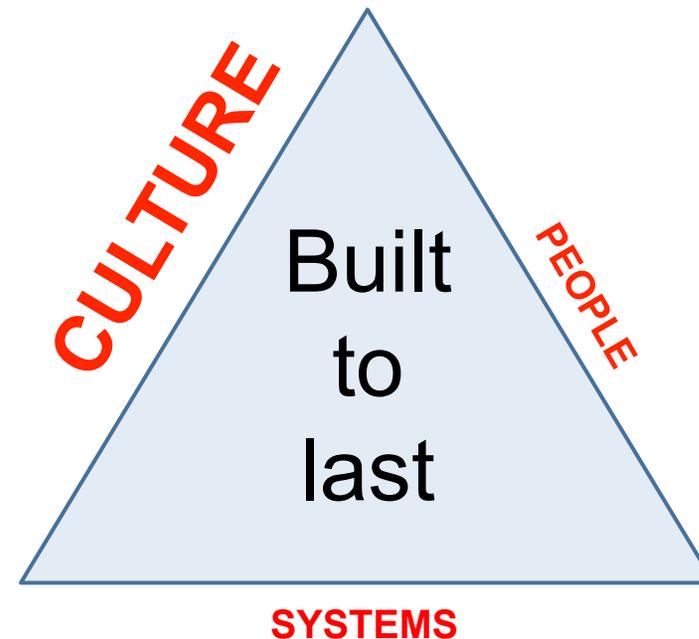
Corporate Culture

- Strategy
- Vision
- Mission
- Routines and Rituals
- Ethics
- Standards (Policy and Procedures)
- Goals and Objectives
- Core Values
 - Accountability
 - Discipline
 - Communication
 - Integrity



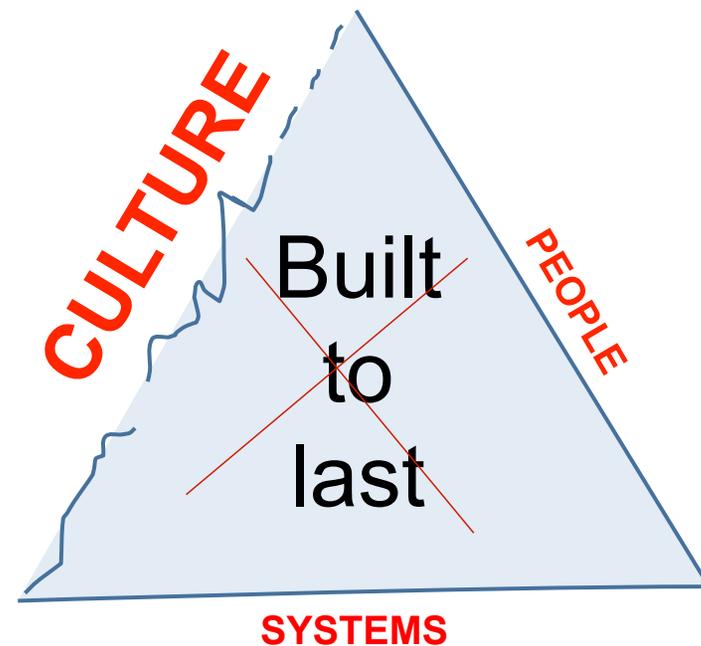
Creating a Lasting Culture

- **Identify:** Determine your core values and make them explicitly known
- **Internalize:**
 - Lead by example!
 - Core values embodied by *all*
- **Preserve:** Maintain core values and purpose while adapting business strategies and operating practices to the changing world.



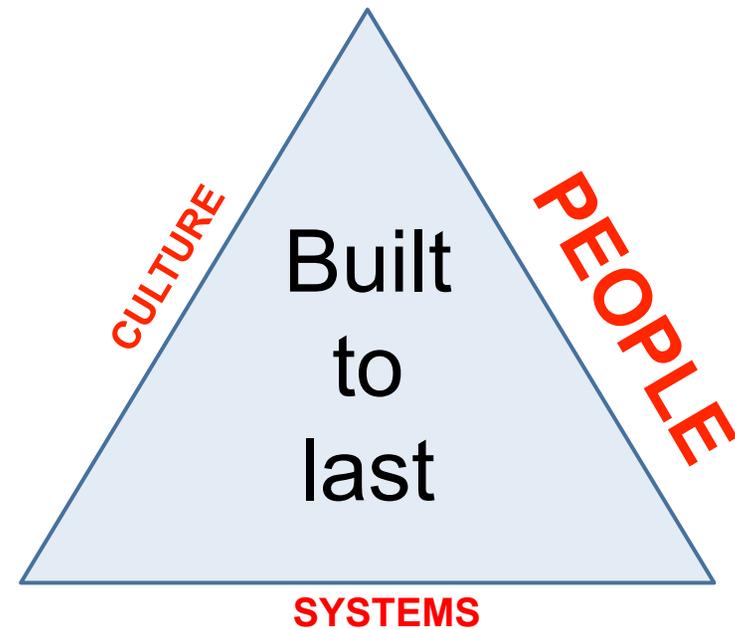
Culture: What's at Risk?

- Lack of respect
- Ineffective communication
- Poor Accountability
- Lack of focus and cohesive direction
- Lack of trust



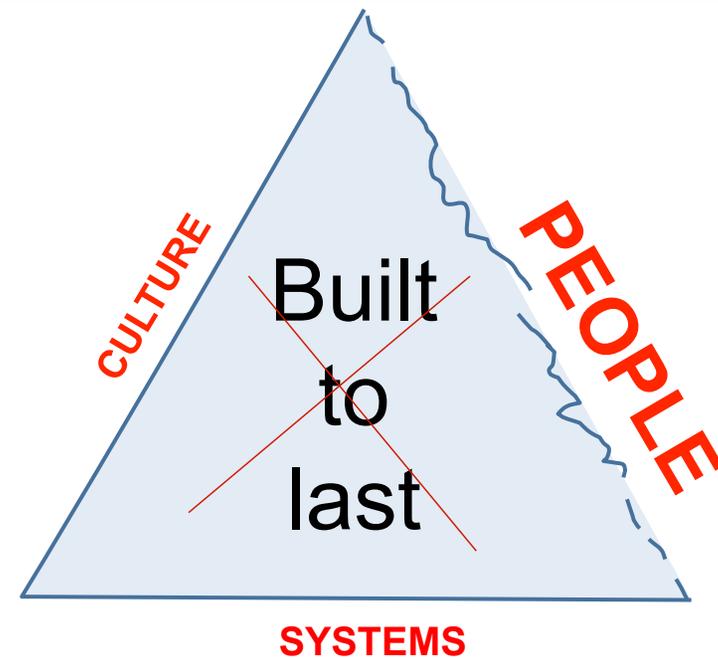
Who Runs Your Organization?

- **Answer: People!**
- Recruiting: Do you have the *right* people?
- Job Matching: Do you have the right people *in the right positions*?
- Employee engagement
- Challenged/motivated?
- Ownership



People: What's At Risk?

- Poor job matches
- Unengaged, demotivated and unproductive employees
- High turn over
- Ineffective leadership
- Low morale

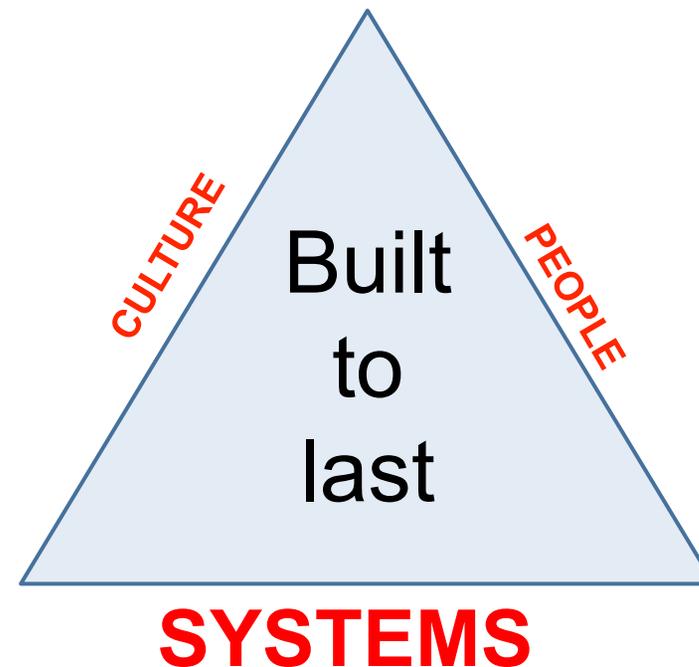




Do You Have The Right Systems In Place?

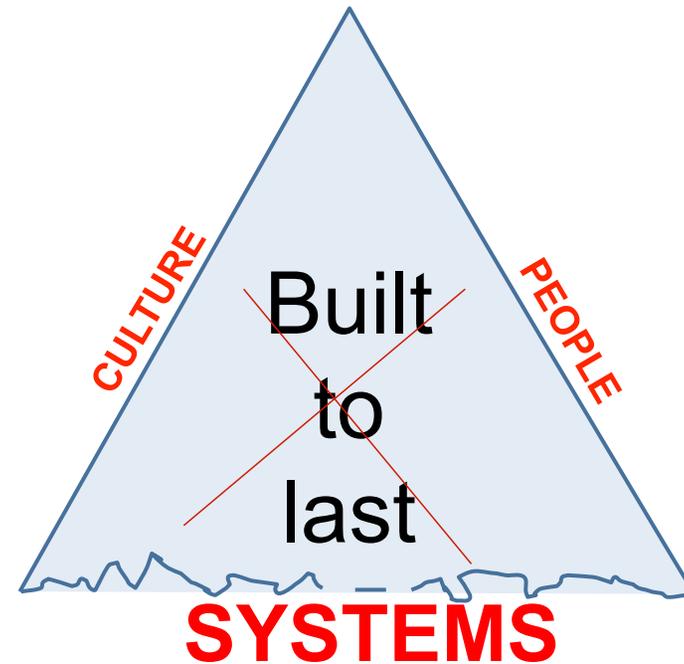


- Hardware and Software
 - Quick Books
 - CRM
 - Shipment Tracking
 - PM/Dashboard
 - IT
 - HRIS
- Upgrade!



Systems: What's At Risk?

- Inefficiency
- Outdated Technology
- Competitors



Key Decision Areas

Strategy

Vision
Mission
Why
Goals and Objectives
People profile



Execution

Who- Rt people, Rt seats
When
How
Measured
Flexibility/Adjust
Systems/Tools (HRIS)



Cash

Margins
Reinvest into Corp
Recurring revenue
Sales cycle



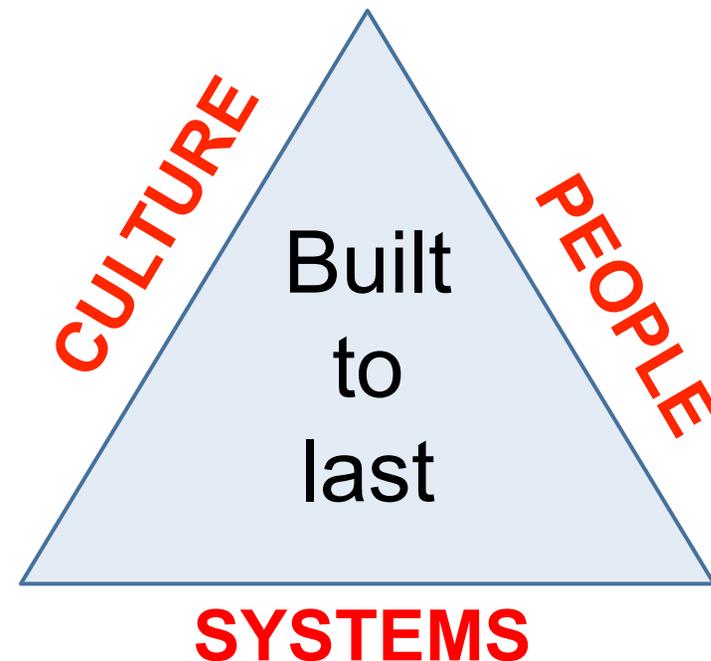
People

Leadership (ego)
Communication
Experience
Behavioral match to job demands
Skill set (ability to use tools in execution)
Roles – connection to revenue generation
Empowered
Challenged/motivated



Built To Last – The Leader

- Be consistent
- Lead from the front
- Communicate clearly
- Keep the balance with accountability





What Does Effective Leadership Look Like?



- Leaders lead and managers manage
- Ambition
- Humility
- Transparency
- Effective delegation of tasks- it's not a one woman/man show!
- Setting up successors for even greater success (creating the BTL foundation)





Take Home Tips For Leaders



- Involve HR!!
- Communicate clearly
- Verify and clarify roles and duties
- Routinely measure; surveys
- Confront the brutal facts, be honest with self
- Be decisive- bad news does not get better with time
- Subordinate your ego
- Take time to step back and evaluate
- Be transparent





Thank You



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