

# Transformations

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*Turning Potential into Sustainable Achievement for Growth & Profitability*

SOLUTIONS FOR GROWTH, 321.626.0600

## *Eight Key Leadership Strategies*

Peter Drucker, called by BusinessWeek “*the most enduring management thinker of our time*,” was asked in a Harvard Business Review article *What Makes an Effective Executive?*, Drucker said that, as different as effective leaders may be, they all follow eight practices:



1. Focus on opportunities rather than problems
2. Run productive meetings
3. Think “we” rather than “I”
4. Take responsibility for decisions
5. Develop action plans
6. Ask “*what needs to be done?*”
7. Ask “*what is right for the enterprise?*”
8. Take responsibility for communicating – listen first

What a great check list to track effectiveness. I would add *to execute action plans*.

Rate yourself in each category from 1 to 10. See any areas for improvements?

Source: Elaine Gagne, *Engaging Change*

### **Inside This Issue**

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## *Do You Know and Plan For The 3-R's for Your Business?*

Everyone is familiar with the 3-R's from school – Reading, 'riting and 'rithmetic. This was our first introduction to an effective performance model. As proficiency increased in each R, performance was further enhanced. Effective performance models by their very design are a continuum that automatically raises performance to the next level.

Today's businesses have their own 3-R Performance Model. This model hasn't really changed since the early of origins of business enterprises.

No matter what the latest business guru advocates, good business practices and most importantly the “*bottom-line*” always appear to return to

these basic 3-R's. For without Relationships, Referrals or Revenue, today's businesses will not achieve current goals nor grow.

**Relationships**



**Referrals**

**Revenue**



**R1 – Relationships:** With the Internet providing immediate access to unlimited vendors, products and services, today's business owners must develop sustainable and loyal relationships. Current customer service research suggests that the cost to attract a new customer or client is 10 times greater than to maintain an existing customer. Relationships lead to the second R – referrals.

**R2 – Referrals:** Referrals according to recent research account for 84% of all sales. This research supports what our common sense tells us about human nature. We are more likely to believe a close friend and probably a not so close friend over the slick Madison Avenue advertising efforts.

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# ONE MINUTE IDEAS

## Follow the Money –

Americans can get a better look at their federal tax dollars at work on a new Web site that debuted in January 2008.

Assembled by the White House, the web site, [www.usaspending.gov](http://www.usaspending.gov), lets taxpayers see who gets about \$1 trillion in government contracts and grants. It's searchable by recipient and by congressional district and has a place for users to 'sound off' with their comments.

It's a small but important step toward greater transparency in government, which can only help deter waste and abuse.

Check it out at:  
[www.usaspending.gov](http://www.usaspending.gov)



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Additionally, only 1 in 26 dissatisfied clients will share their dissatisfaction with the organization, but will be more than happy to share their 'bad' experience with others.

Referrals add value to the bottom line by reducing marketing dollars. You can't 'pay' for referrals. Referrals are given free much like a friendly smile or a sincere handshake. R1 and R2 make R3.

**R3 – Revenue:** Without this final 'R' companies would not be in business. Revenue is the ultimate desired end result.

When revenue grows, both the company and employees transition beyond surviving and transform into a thriving, high performance, results driven team where everyone shares a laser focus. Successful companies and individuals actively work the **3-R's** everyday regardless of their yearly achievements. Complacency for these individuals is not an acceptable attitude!



If your goal is to reach that next level of success, then maybe the first step is to ask yourself, do you know your **3-R's**? And the second step is to begin to construct a plan to help you improve your **3-R's**.

Source: Leanne Hoagland-Smith. Copyright ©2008 [www.processspecliaist.com](http://www.processspecliaist.com)

## *Tips To Make This Year The Best Ever!*

### **Create a vision for your company**

A vision statement crystallizes what you want your company to look like in the future. It is a clear image of the end result. (Even though you may never really have an end)

### **Create a vision for yourself**

Describe your future the way you would like it to be. Avoid slipping into the negative of what you think your future may really be. Allow yourself to dream big. Now write it down!

*"Nothing was ever achieved without dreams, goals, and actions!"*

### **Set personal and professional goals**

Set goals that will take you closer to your vision statements. Start with only 4 or 5 goals for each personal and professional vision statement. Make sure each goal is necessary and sufficient. Also, each goal needs to be **SMART**: Specific, Measurable, Attainable, realistically high, and Time bound. And again, *write it down!*

### **Have fun**

I have never heard anyone laying on their death bed saying: *"I wish I would have worked more."* Take time for yourself, family, and friends. Enjoy life!

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### **Need help making this the best year ever?**

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