



M-Level Systems Consulting Formula For Better Results

May 2008

We have a historic guest to kick off the ezine this month. Sir Winston Churchill offers his wisdom...

"However beautiful the strategy, you should occasionally look at the results." -Winston Churchill

The above quote is a formula for your business success and getting the results you want.

The Formula

It's true, running a business or managing a team in real life is a lot more complicated. Churchill's formula points to a mistake that military strategists and business leaders have historically made over and over again. The **Big Mistake** they make is to continue to follow a course of action that is not producing results over time. The best way to prevent this from happening is to follow Churchill's formula: Connect the results you want to your strategy and adjust what's not working.

Let's look at an example so you can get a better idea of how it works. We'll start with one of the most powerful yet under utilized business strategies I know of... **Your People Strategy**.

What's a People Strategy?

Your people strategy is a plan that determines how your employees affect your business results. Consider what results you want. Is it revenue, quality, a high level of customer service, or perhaps less stress? Understandably, most leaders and entrepreneurs want to capture all these.

I'm sure you're familiar with a business plan... well, your people strategy is to be used as your people plan, because your people greatly determine the momentum of your business. Think about it... **Are your people moving you forward, backward, or are you still in the same place you were last year?**

Connect Strategy & Results

If you have no people strategy then you have no real plan for how your people will support you in achieving the level of revenue, quality, service, or whatever results you're after. Without a people strategy, your business or department can remain locked in a default setting similar to the one that provides a generic ring tone when you buy a new cell phone. Most people change their ring setting because they want to personalize it to fit their needs. **Your business needs are certainly not generic**, but your results will be **UNLESS** you change your team's setting and link your people strategy to the results that FIT with where you want to take your business or team.

Get Out of Default Mode

If your people strategy is set in default mode, then you're most likely operating a reactive business. You've got to change your people setting from reactive to proactive. This will help you reposition your people and results as an integrated operating system that can continue to grow and change with the needs of your business.

People Strategy Example

Your people strategy is your ongoing plan of action for...

1. Keeping performance high and improving poor performance. It's a way of making sure that your team understands their roles and responsibilities and how the work they do affects the overall goals and results of the company.

2. Motivating your team to take charge, close the sale, meet deadlines, follow up, or whatever you need them to do.

3. Ensuring a high level of customer service and a culture of excellence that your clients can count on so you get the repeat business and referrals you need to drive revenue and growth.

How Can You Get Better Results? Think of your people strategy as the path your employees follow for how they:

- Work as a team
- Communicate ideas
- Wow customers
- Drive revenue
- Share resources and knowledge

The path your employees follow should NOT be a circle, instead it should move in the direction you want your business or department to grow.

As a wise polish proverb once said, "**What's the use of running if you're not on the right road?**"

My Suggestion

Create your people strategy and connect it to REAL results.

For Those Who Are Serious About Changing Their Business Results Right Now, and need some assistance, I've provided any easy overview so you can get an idea of how the process works to get started...

1. Complimentary Strategy Session

The method to develop your people strategy or change your results is based on your specific needs and can best be determined after a complimentary strategy session.

2. Your Objectives

We'll start with a 45-60 minute strategy session via phone where we'll discuss your objectives and what you want to achieve.

3. Your Results

After your strategy session, I'll let you know if I can support you in achieving your objectives and then you'll decide how you want to proceed.

To schedule your complimentary strategy session or to ask questions, feel free to contact me via the email or phone number listed below:

Email: diana@mlevelsystems.com

Phone: 561-702-4716

Cheers!