

## **The Power of Diligent Daily Disciplines**

*by : Dave Anderson*

Each year approximately 20 percent of Fortune 200 CEOs are fired or forced to resign. These 40 executives all created vision and strategy for their organizations. And, for the most part, they knew what had to be done to execute the strategy. So where'd they go wrong? They got lost between the gap of knowing and doing. Knowing what to do isn't enough. If a doctor knows why you're dying but does nothing, you're dead. It's the same with your business. Until you execute, your knowledge is impotent.

Anyone who has ever attended one of my workshops knows my favorite business motto is "become brilliant in the basics." They also know the four key words to becoming brilliant in the basics: day-in, day-out. In other words, the most successful organizations execute the basics on good days and bad alike; the days they feel like it and those days when they don't. The "basics" are a series of diligent daily disciplines that you identify and commit to executing without fail. What they are depends upon your strengths, position, organization and strategy.

Some of a manager's disciplines may not need to be done daily, but should be executed weekly. These daily and weekly disciplines may include but are not limited to:

- 1. Conducting one-on-one coaching sessions**
- 2. Training: either one-on-one or classroom style**
- 3. Holding people accountable: Taking the time to confront and redirect unacceptable performances**
- 4. Communicating your vision and values**
- 5. Evaluating strategy and making necessary adjustments**
- 6. Delivering positive reinforcement: Taking the time to make the rounds and give verbal and tangible recognition**
- 7. Reviewing key reports and acting on them: These might include daily sales logs, inventory reports or production reports**
- 8. Committing to daily wander-a-rounds where you go out and connect with and engage your people**
- 9. Closing the door, taking the phone off the hook and deliberately thinking about the problems and opportunities facing your business**

### ***Interested...or committed?***

Identifying one's daily and weekly disciplines is a great start, but it's only the beginning. Your actions will determine whether you are merely interested or genuinely committed to executing them. If you are merely interested – as most managers are – you'll perform your disciplines only when it's convenient. But if you're genuinely committed to them, you'll get them done without excuse. It's like going to a gym to get into shape. Just because you write the check to join doesn't mean you're committed to improving your health. It merely means you're interested. You legitimize your commitment once you show up without fail and begin to sweat.

My guess is that your dealership started the year with a bold vision and plan but somewhere along the line, things got off track. This doesn't mean your vision or strategy was flawed. Frequently, the difference between success and failure is the resolve to stick to your plan long enough to win. In fact, your dealership's success is probably not going to depend as much on the brilliance of your plan as the consistency of your actions. It's like losing weight. The secret isn't knowing the formula for weight loss. Most people know exactly what that formula is. The key is in applying what you know and adhering to your disciplines.

***As you begin the mad dash to finish 2017 strong and set the stage for 2018, review the following with your team:***

- 1. Each manager should identify his or her set of non-negotiable daily disciplines.***
- 2. Evaluate how consistently your team executes them and give fast honest feedback.***
- 3. What must the manager give up (put on his or her stop-doing list) so he or she has more time to focus on the most vital tasks?***
- 4. What will you do to hold people more accountable for remaining consistent in their actions and commit to becoming brilliant in the basics?***

Remind your managers that it is not the time they put into their job that makes them effective; it's what they put into the time that makes them effective – and how committed they are to consistently executing the right things. Committing to a series of daily and weekly disciplines and becoming brilliant in the basics isn't glamorous, elaborate or particularly exciting. And it doesn't have the zip and sizzle of fancier, short-cut answers to success. But, don't despair. Just like the story of the tortoise and the hare: It is the slow, steady, plodding tortoises of the business world, staying focused on their "one thing," which beats the pants off the show-off, loudmouth hares.