



Top 10 Ways to set your business up
for success and motivate your team to
deliver outstanding results



TOP 10 WAYS TO SET YOUR BUSINESS UP FOR SUCCESS AND MOTIVATE YOUR TEAM TO DELIVER OUTSTANDING RESULTS

Could your business be more rewarding if you had a high performing team? A team filled with proactive, motivated people, willing to commit to going the extra mile, and delivering on their promises.

Are you getting the most out of your team?

Are they motivated and engaged and delivering an outstanding result? Or not?

Engaged teams **will** grow company profitability.

Gallup¹ found a 21% direct increase in profitability when employees are engaged. This positive result was achieved by: increasing productivity by 17%; customer ratings by 10%; and sales by 20% while simultaneously decreasing absenteeism by 41% and reducing staff turnover by between 24 and 59%.

Supporting this, Zenger Folkman² found that 47% of direct reports are thinking about quitting because of uninspiring leadership.

That places additional responsibility on you the business's leader.

One of Mirato Coaching's business clients experienced a similar result. Pre-COVID, they achieved a 31% increase in company profitability in 12 months. Fifty percent was due to increased margins, and the founder and director attributes the other 50% directly to the shift in his team from low performing to high performing. As a team, they are now engaged and operating more effectively and efficiently.



Want to achieve similar results, but not sure how or where to get started? Please explore the “Top 10 ways to set your business up for success and motivate your team to deliver outstanding results” and be sure to answer the questions along the way.

Alternatively, turn to the quiz on the last page, self-assess, and then learn more about how to start to close the gaps you have identified.

¹ Harter, J and Mann, A, 2017, The Right Culture: Not Just About Employee Satisfaction, Gallup, viewed 20 August 2019, <https://www.gallup.com/workplace/236366/right-culture-not-employee-satisfaction.aspx>

² Folkman, J, 2018, Shocking Statistics Behind Uninspiring Leaders, Forbes, viewed 20 August 2019, <https://www.forbes.com/sites/joefolkman/2018/11/20/the-shocking-statistics-behind-uninspiring-leaders/#24af53152b65>



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Strategise, Systematise, Steer... SOAR

Now is the opportunity for you to seize your low hanging wins.

Ask yourself the following questions to identify what you are not taking care of yet.

When answering “**NO**”, highlight it as a potential gap that must be addressed if you want to motivate your team and grow your business profitability.

‘If everyone is moving forward together, then success takes care of itself. Henry Ford

Success does not happen by accident, success happens by choice, and as the leader, you have every opportunity to commit to success and act intentionally.

You have the power to create the environment for your team to succeed and excel. So, what are you waiting for?

To achieve outstanding results, implementing a best practise approach is paramount, which means seeing your business through all dimensions. You cannot ignore or avoid any parts hoping that they will magically resolve. Because as we are sure you are aware, they probably won't. Instead, they may even expand, requiring far more effort and attention than when you discovered them.



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The Critical Alignment Model™ identifies four dimensions as an all-encompassing lens to review how you are tracking in business and your gaps.

The four dimensions are:

- The Environment
- The Structure
- Implementation and
- The People

The Top 10 ways to motivate your team to deliver outstanding results focuses on the Environment and the Structure. Without a clear destination, a methodology to get there, and a way to assess your outcomes and results, your ability to achieve outstanding results, is almost impossible, and far more uncertain.

- Taking care of the “**Environment**,” the qualitative area, is critical because business growth and profitability hinge on this.

You and your team want to know where your business is heading and why. As leaders, you want everyone aligned and moving in the same direction, however without, clarity and certainty; your business will react and respond rather than forge ahead. Or worse, you may even find yourself, needing to push everything and everyone. Rudderless companies fail to grow profitably.

When you take care of your business culture, your standards, expectations, vision and values, everyone knows what they have signed up to, and why and they will readily contribute.

- Looking after “**Structure**” is focusing on the quantitative areas of your business.

In Structure, the emphasis is on utilising systems and procedures, planning & organisation, and benchmarks of excellence to make it possible to achieve your business growth and profitability.

It is not possible to win in business when you are fighting fires daily. It is exhausting. More concerning for leaders, is the situation when you have not identified anyone else who is capable and reliable to assist you in putting out the fire.

We invite you to go ahead now and answer the questions below to highlight your business gaps so you can get your business growth started, fast.



6. **Make your vision so clear that your fears become irrelevant.** Kerwin Rae

1. DO YOU KNOW AND REGULARLY SHARE YOUR COMPANY'S VISION AND WILDLY IMPORTANT GOALS?

It is essential that as leaders, you know where your business is heading and ensure your team members are all along for the same ride – committed to the same cause as you.

Obstacles will continuously appear to distract and deter you from achieving goals. When your team is not aligned, those roadblocks will interfere and hinder or worse, prevent your progress.

Before becoming a Mirato Coaching client, a company director repeatedly found it difficult to hold his fellow directors accountable. However, from the moment we locked in the company's vision and goals, all obstacles faded away, and they went on to achieve their wildly important goals.



2. ARE YOU LIVING YOUR COMPANY'S VALUES, BECAUSE VALUES DRIVE BEHAVIOURS?

Your business's values underpin how you will achieve your company's vision and goals.

Wall poster values are meaningless. To be effective, they must reflect deeply ingrained principles that guide all actions and decisions and cannot be compromised. You and your leadership team must demonstrate your company values in everything you do, including only employing people who share your company values.

Amazon bought Zappos, the once struggling retailer for more than \$1billion. Zappos insisted their team swear to embrace and enact each core value in energising their roles and decision making. Living and demonstrating business values was central to how Zappos conducted business. Zappos approach to their values is recognised as contributing to their success.

Do you have company values that team members live and breathe? Or not?

As the leader, it is crucial that **you walk your talk**, always demonstrating your company values. When you don't, you unconsciously give your team permission also to overlook company values.



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3. HAVE YOU SET, DECIDED AND AGREED ON CLEAR & MEASURABLE EXPECTATIONS?



The best way to get the most from your team is to agree on measurable expectations. As leaders, you must **always be taking care of business**, because everything else can wait. Real profitable growth can only begin when your business is generating consistent revenue flow, net profit and delivering outstanding service.

Always encourage your team to be creative, think outside the box and contribute to company growth but never at the cost of a core deliverable.

A client messaged me recently to celebrate that they had a **“record profit, which was a 31% increase in net profit”** during the time we have been working together. His General Manager responded by saying: **“We are lucky to have Judith on board, and her help with the people issue is what makes the huge difference in profit.”**

In our experience, a standard question to help solve your people challenges is always:

‘Have you set and agreed on expectations? ‘What are the KPI’s here?’ Judith-Rose Max

If the answer is no, it is critical that you do the work to make it a resounding **YES**.

Setting expectations is quick & easy and often generates immediate positive financial impact.

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4. HAVE YOU COMMITTED TO YOUR STANDARDS?

Commit to standards – decide on your non-negotiables personally, professionally and the way that your business operates.

Goals do not deliver results; it is what you are willing and prepared to do, to give up and to commit to that will deliver results. These commitments are your standards.

Sharon Pearson, one of our mentors and creator of the world's first proven research-based coaching methodology, Meta Dynamics™ says:

‘Show me your goals, and you show me nothing.
Show me your standards, and you show me your results.

When you are not meeting your own standards, you cannot impact influence or inspire anyone.

Your best intentions are great, but what you do, makes the difference.



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5. ARE YOU CREATING ROBOTS OR THINKERS?



‘It doesn’t make sense to **hire smart people** and tell them what to do; we **hire smart people** so they can tell **US** what to do. Steve Jobs

Smart leaders **hire people** much **more intelligent** than they are. They hire people, who will stretch and diverge everyone’s thinking and approach to accelerate driving business forward.

Encourage your team to ask questions like:

- **Why do we do it like that?**
- **What if** we took a different approach?
- **Who** is the best person to do this?
- **How** would we approach this if ...?
- **Why not** try it another way?

Every time we challenge the status quo, new brain branches develop. Stimulating growth and bifurcation in your people, your team, and your business, **asking questions propels growth.**

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**6. ARE YOU USING SYSTEMS & PROCEDURES OR ARE YOU AND YOUR TEAM
CONTINUOUSLY REINVENTING THE WHEEL?**



Develop systems and procedures to hasten success.

In business, whenever you have rework, people working “their way” repeatedly reinventing the wheel or “building wings as they fly”, the culture is likely to include some of the following:

- Pressurised teams
- Inconsistent and or limited results
- Disorganisation
- Poor teamwork
- Apathy
- Frustration and
- Distracted, demotivated and tired team members.

Where possible:

- Automate repetitive tasks, processes, documents, or solutions, and
- If you can’t automate, build standard approaches.

Any time a task is likely to be repeated, build a process, checklist or guideline. As strange as it may seem, taking the time to create and utilise a process will set you free!

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7. ARE YOU USING BEST PRACTISE BENCHMARKS TO DRIVE YOUR RESULTS?



Working in a vacuum delivers mediocrity, not outstanding.

Benchmarks enable you to improve your results because you can model (“copy”) the success other companies and leaders are achieving.

Imagine if you kept doing what you have always done as a leader. Your results would never change. You could achieve the same outcome, but you’d have a demotivated team, and you would struggle to scale your business.

As soon as Roger Bannister set the benchmark and smashed the four-minute mile barrier, more than 1000 runners matched his result. How long will it take marathon runners to overcome their mental and physical blocks to beat Eliud Kipchoge’s, 2018, 1 hour 59 minutes 40 seconds record?

Utilising best practise benchmarks as targets, goals and Key Performance Indicators (KPI’s) will help clarify:

- Minimum Requirements
- Where to focus your attention
- Which actions to take to deliver results
- What outcome-driven KPI’s validate and determine your success?

Questions you could ask to help you achieve your company’s Wildly Important Goals:

- What is an outstanding benchmark?
- Are you measuring, monitoring, and responding to business levers that will drive results?
- Do you measure and know the results that have been achieved?
- What will we do with this new information?
- **BONUS TIP: The way you react and respond to your results will undoubtedly dictate your success**



8. ARE YOU HIRING, PROMOTING, DEVELOPING, RETAINING AND FIRING FOR THE RIGHT REASONS?

The person you add to your team must have the skills to do the job.

However, a genuinely successful hire occurs when you define the attributes and values of the person you want to hire. And once established, you will retain the person you hire long into your future.

Additional skills and gaps in knowledge can be taught, but attitude is what differentiates one person from another.

It is critical to have a proven methodology of:

- How to measure attitude and behaviours; and
- How to assess thinking ability and gaps.
- How to select the preferred person to join your company

All too often people talk a good game, but when the rubber hits the road; they are lacking.

Hire, Promote, Develop, Retain and Fire on Attitude, not just Aptitude!



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9. ARE YOU CREATING THE ENVIRONMENT FOR YOUR TEAM TO EXCEL?



Team members will do what they can based on their skills and experience.

- If you want your team to do better, **teach them how.**
- If you want your team to communicate better, **it is up to you to learn how to communicate well with them.**
- If you want your team to do an outstanding job, **provide tools & coach them to succeed.**

As a leader, it is your responsibility to create an environment where your people can thrive.

You can set them up for success by being the leader, showing them the direction, providing the strategies and structure to enable and empower your team to achieve your big hairy audacious goals.

But at the same time, it is critical that to achieve your goals, to retain your high performers and to limit staff turnover, you must take care of your people. (Look out for your bonus question below)

Not everything is not up to you; however, creating the environment and the structure for your team to deliver outstanding results, **is up to you.**

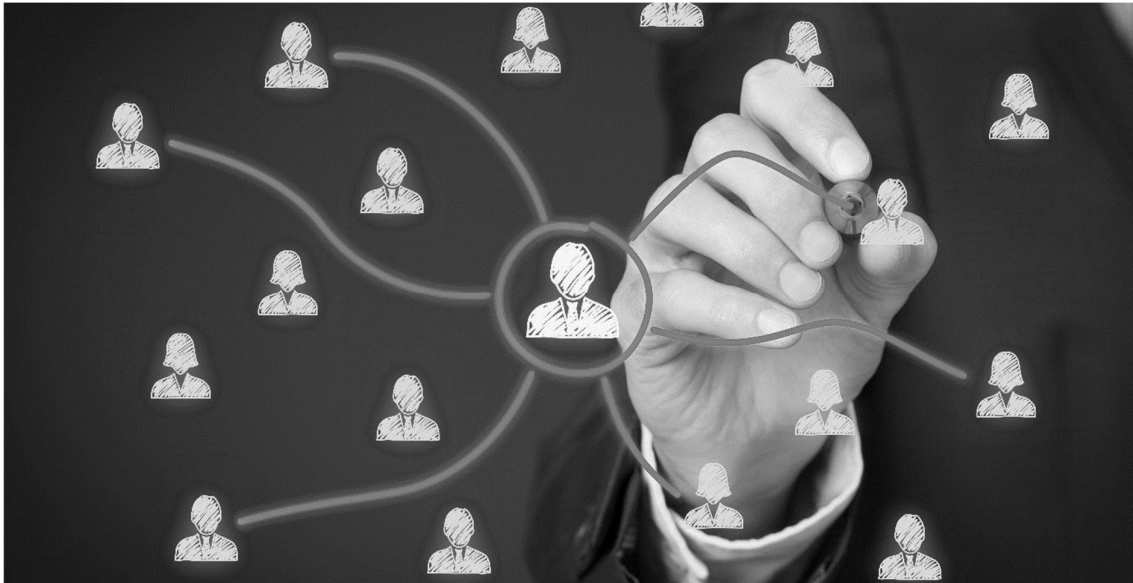
How they perform is their prerogative, and if they don't, how you manage their performance is up to you.

If you want it, you can get more from each person!

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10. DO YOU EFFECTIVELY DELEGATE WHAT MUST BE DONE?



Delegation is a key to business success because if you plan to do everything yourself, your **business cannot and will not scale.**

- Do you have someone to whom you can delegate?
- Can you articulate what outcome is to be achieved?
- Are you confident that they will get the job done to benchmark and the best practise?
- What might you be avoiding by doing the stuff you could be delegating?
- Do you have outcome-driven KPI's to measure your results?

DELEGATE everything you aren't required to do to people you TRUST, and if you don't know that person yet, decide today that you do what it takes to find them.

Having KPI's, systems and procedures make it easier for you to have higher trust in people because they are meeting their outcomes or they are not. This approach removes the emotion and focuses on results which are crucial in making long-term business decisions.

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BONUS QUESTION

11. DO PEOPLE IN YOUR TEAM FEEL LIKE THEY MATTER?

To be a leader that motivates others, find ways to help your team feel that they:

- Belong
- Are Significant
- Can Contribute

Help your customers feel these three things, and you'll have customers for life.

“You can get everything in life you want,
If you will just help enough other people get what they want. Zig Ziglar.

If you answered NO to any of these questions, this is a gap that will want to address to build your sustainable, scalable business.

Want more for you and your business? Why wait...

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QUIZ: Are you motivating your team to deliver outstanding results?

TOP 10 WAYS	YES	NO
1. Do you know and regularly share your company's vision and wildly important goals?		
2. Are you living your company's values because values drive behaviours?		
3. Have you set, decided, and agreed on clear & measurable expectations		
4. Have you committed to your standards?		
5. Are you creating robots or thinkers?		
6. Are you using systems & procedures or continuously reinventing the wheel?		
7. Are you using best practise benchmarks to drive your results?		
8. Are you hiring, promoting, developing, retaining, and firing for the right reasons?		
9. Are you creating the environment for your team to excel?		
10. Do you effectively delegate what must be done?		
BONUS QUESTION: Do people in your team feel like they matter?		
	Congratulations, your team is motivated & delivering profitable results	You have identified your NEXT STEPS to begin motivating your team to deliver outstanding results

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