



MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES
MANAGEMENT CONSULTING GROUP

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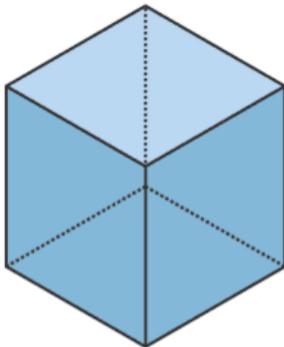
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This is our 28th edition of The Monday Motivator. When we started this project 7 months ago we did not expect overwhelming acceptance and interest. We thought it might just be yet another business journal that people would see as distracting and not worth the time to look over. We were wrong. Many have asked if they can share it with their contacts and we have no issue with that. One topic has been requested many times and here it is; Management. In this edition we are calling this MANAGEMENT 601.



If you have ever heard the expression “Think outside the box,” you’ll appreciate our focus on this topic. Most managers tell us they have a hard time just managing the box! Performance Strategies offers a management training program called just that; “Managing the Box.” In this document we’re going to examine the six sides of the box and identify the six most important subjects of focus and responsibility most managers deal with. Management is all about planning, organizing, influencing and controlling. It begins inside the box. A box has six sides and we’re going to keep it simple and just call them sides 1 through 6.

The box can represent a store, a group of stores, a service office or a group of service offices. It can also represent a local, regional, national or even a global enterprise.

Management encompasses a lot of different responsibilities. Certainly vision, marketing, sales, planning, teamwork, leadership, operations, and reporting are included and the list goes on. In the table on the next page we have sorted out the various focus points. Our



document won't include every consideration so you can add others as you think of them. During our management training programs we cover these and many other related topics.

Side 1	Mission, goals, purpose, focus, planning, strategy, culture
Side 2	Operations, process, quality control, efficiencies, manufacturing, logistics
Side 3	Staffing, HR, training, coaching, motivation, compensation, staff communications
Side 4	Marketing, sales, advertising, positioning, promotion, campaigns, social media, CRM
Side 5	Finance, reporting, forecasting, budgets, performance metrics, market share
Side 6	Personal development, managerial and industry sector knowledge, change adaptation



By understanding what it takes to manage a situation, a mission, vision, objective or team purpose the manager must have both the ability and the willingness to support others to achieve success. There is no order intended here to indicate which side is more important than the others.

Let's look at side 1: Mission, goals, purpose, focus, planning, strategy and culture. What is the main mission of the business? Yes it's to earn a profit but what else? What are the goals of the business? Remember that it does not matter whether we're talking about a single store or 30 or 300 of them; what matters most is the mission. This includes everyone knowing and agreeing to

the purpose, the strategy for achieving it and the planning to make it happen. Along with many other considerations, we end up with what is referred to as the “culture” of a company.

Now let’s go to side 2: Here our focus is on operations, process, performance efficiencies, quality control, merchandising, and customer retention. This includes customer loyalty, customer feedback, internal process tools, procedures and software apps that track sales and inventory. Operations also include facilities, labor, equipment and other broad-based considerations. We depend on HR functions for labor and staffing but overall operation keeps such activities on the radar screen. If there’s one consideration that is most important, it might include performance efficiencies. By this we mean how well the team functions as a whole; how much time is used with customers for creating trust, conducting a discovery survey, seeking agreement on value considerations and discussing the economics of the transaction. Finally there’s the conversion of talk into sales. These issues play into the necessity for efficient team and customer interactions.



Let’s keep in mind that a well-trained manager communicates with all six sides of the box that represents the enterprise. Mutual communications and agreements are essential to success.

Side 3: Staffing, training, coaching, motivation, salaries, sales and bonus commissions add up to keep this side busy. Many managers will say that this side of the box accounts for well over 50% of all the time required to manage the whole box. Certainly attrition in the staff is a major consideration. It costs

far more to hire and train a new associate than it does to retain one you have already trained to be one of the team. Therefore staff communication is a critical component of side three success.

Here’s side 4: Marketing, sales, advertising, positioning, promotion and campaigns make up just some of the very busy side here. Not all managers are required to attend to all these functions. However, the knowledge of how to conduct sales and marketing activities are critical to a successful business. Sales include retail, online and business to business customer interactions.

Side 5: Here our focus is on: finance, reporting, forecasting, budgets, performance metrics, market share and similar matters. Perhaps one of the more important considerations here is the issue of metrics analysis and reporting. One software company we have worked with required a very integrated reporting structure that depended on performance metrics analysis on a weekly basis. We ended up creating a unique way to provide performance feedback to the field sales teams as well as company management. This led to improved sales because everyone knew where they stood every seven days. Accountability was a key function of the field sales and

training staff, so looking proper on the weekly report was important. Business plan goals and objectives were achieved at this level.



And finally, side 6: This side of the box is all about personal development, managerial and industry sector knowledge, change adaptation and self-awareness. Managers are just as vulnerable as anyone else to change in their own industry. The ability to stay on top of trends, new developments and the ever advancing technology of any industry is an important side of the box. In fact, it's as important as any of the other five sides.

In summary, management is critical to the successful operation of any enterprise, no matter whether we're talking about making cupcakes or eighty story skyscrapers. Without it someone would eventually have to assume the duties of a coordinator to keep moving parts working in unison. We're open to your views on the responsibilities of a manager so feel free to send us an E Mail and let us know what you think.

Until next week, if you know of any business that would benefit with a little coaching in the areas of organization, time and task management, social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email. We will keep you in the loop on how it's going.

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Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency and online tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.



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