



# MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES  
MANAGEMENT CONSULTING GROUP

WILL ROBERTSON / JAY McDOWELL

[Will@PS-MCG.com](mailto:Will@PS-MCG.com) [Jay@PS-MCG.com](mailto:Jay@PS-MCG.com)

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562-577-7000

## PLANNING

In this issue of The Monday Motivator we're going to take a look at planning. Managers have a huge list of requirements to do their job and one of the most important items on that list is **PLANNING**.



Nothing of substance gets done overnight. When we look back in time we only have to glance at the past 150 years to realize how far the human race has come. Much of our advancement was a matter of blind luck added to unstoppable determination. Thomas Edison would attest to this, and for that matter so would Nikola Tesla, inventor of the AC electrical systems that power the entire world. Mr. Tesla actually worked for Edison during his impressive career.

The point here is that none of our success, innovation, creative resolve and eventual progress was accomplished without planning. With a plan added to resources, manpower, funding and sheer determination, efforts aligned to create the outcomes. What follows are the top 20 innovations of mankind during the 20<sup>th</sup> century. None of these life changing developments could have happened without a plan. You can click on each one to learn more about the backstory. And while you're enjoying the research, remember we are not talking about the industrial revolution or the huge advancements of the 19<sup>th</sup> century including the steam engine, internal combustion engine or railways. They too, required planning.

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[Water supply](#) and Distribution

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[Radio](#) and [Television](#)

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Let's lay out a good road map for planning in any business. Start with creating a plan. What are your goals? How will you achieve them? What are the steps you're going to take? When do you want measurable results to show up? Which people are most important to you? Keep it simple and outline the big picture, not the nitty gritty details that you'll review later. If you are a manager, having a plan that folds into the company mission makes your job easier and more effective in the short term. Write important details down. I advise the use a business journal. For those who are fully digital on a tablet, laptop or smart phone there are any number of apps that will help with this.



My favorite is [One Note from Microsoft](#). Here I can create new tabs, create my notes from thoughts, observations, and discussions or meeting experiences. When you get more experienced with it you can even add graphics, copy and paste other paragraphs or content from other sources into your notes then store the new note in the cloud for easy access. If you are more inclined to use a bound book type of journal then by all means do so. I actually use both for a variety of reasons. The books are easy to pull off a shelf, browse through and find dates in the past that contain data that may be useful to me now.

Next, be sure you have a communications plan to share your vision, your thoughts, your mission and your goals with those on your team. Communications is everything. It has been said that if the Internet had been a reality going into the 20<sup>th</sup> century World War One would not have happened. Communications would have changed everything.

Now that you have the big picture written down it's time for you to define success. What does that look like to you? Chart your path from here and now to there and then. Here you can think longer term such as the coming one year or the next fiscal year. Defining success means getting specific. Who, what, when, where, why and how are all considerations as you fill in the blanks. Remember we're not talking about a business plan as much as we are about a plan to get you and your team from where you are to where you want to be. What drives your business?



An acquaintance of mine heads up a national retail enterprise in the cable / internet / voice / wireless space. To put it mildly this is not only a very big space, it's a vastly changing one, so planning and communications are the prime considerations at the start of every day. He must go beyond typical considerations of sales, costs of sales, costs of goods and services, and focus on what drives the revenue from existing as well as new customers. On top of this the management of a national people-management team is central to his overall success. Not a small job and one that requires near constant planning.

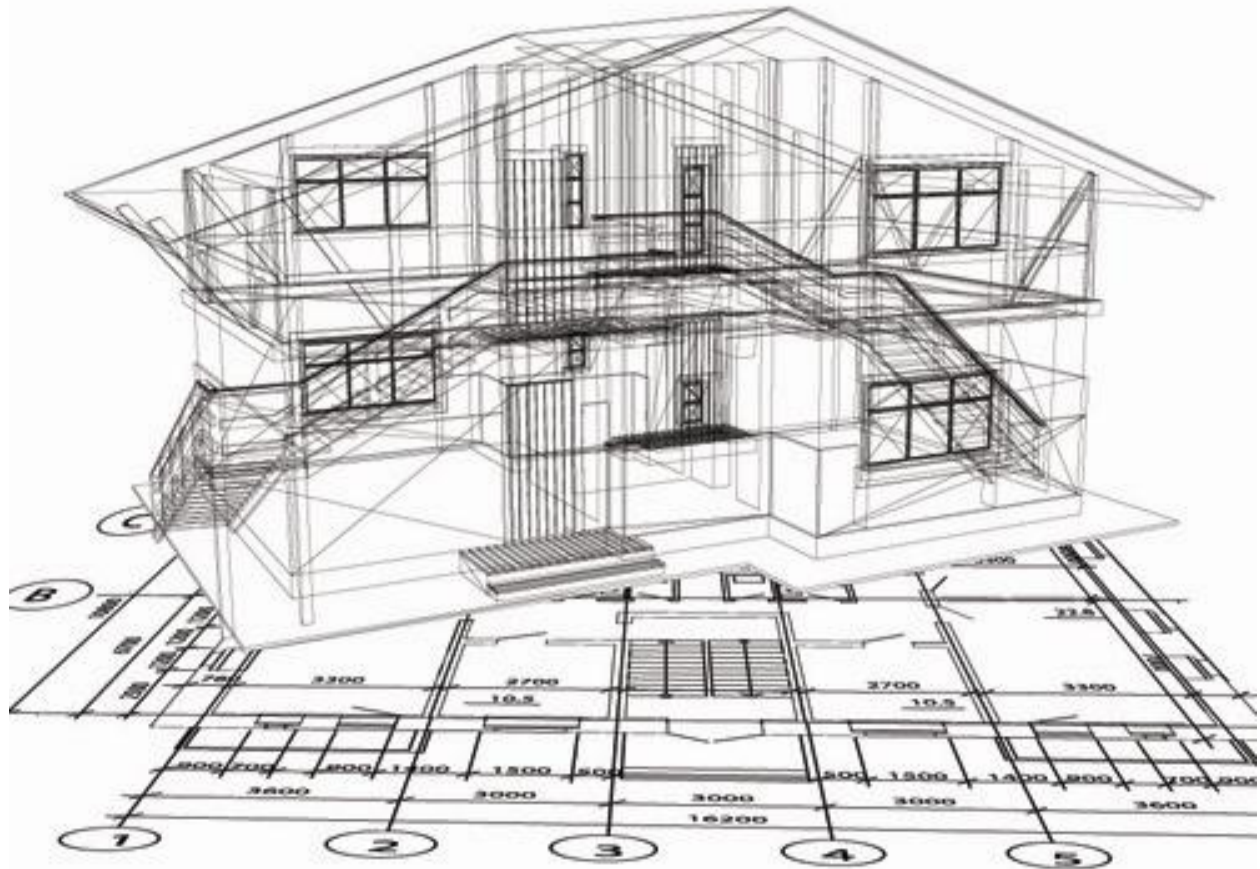
Finally, it's time to put your plan into motion. Are you ready to bring your key team members together for a discussion of the facts? Do you have your presentation ready for prime time? Do you know in advance what key productivity indicators (KPIs) are going to be used to measure progress? Are you satisfied with current conversion metrics based on traffic numbers? What needs to change to improve those metrics? As we like to say at Performance Strategies, Inc.

**“Change is a constant ... it is the role of leadership to anticipate it.”**

Imagine you are going to build a house. Where would you start? Unless you are one, you'll need to hire an architect to design your house in a way that allows it to be constructed. The planning will take into account building requirements in the community where you want your house built. Every consideration will need to go into the plan. From the foundation to the roof, and everything in between; a plan is going to be needed. All the tradesmen will require a blue print so they know what is to be done and in what order.

We can expand this concept to include skyscrapers, airliners, factories, schools, hospitals and entire cities. Everything starts with a plan. Planning is how we humans get from now to the future. What makes us unique in the animal kingdom is that we can see what we want before it's actually there.





Will Robertson, Founder / CEO and Jay McDowell, President / MBA are doing business as Performance Strategies as of Jan. 1, 2017. Our offices are located at 1231 E. Dyer Road, Suite 215, Santa Ana, CA 92705. You can reach us 562-577-7000. Our web site is [www.PS-MCG.com](http://www.PS-MCG.com) Our E Mail addresses: [Will@PS-MCG.com](mailto:Will@PS-MCG.com) and [Jay@PS-MCG.com](mailto:Jay@PS-MCG.com)

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.



**Will Robertson, Founder / CEO**



**Jay McDowell, President / MBA**