

# MONDAY MOTIVATOR



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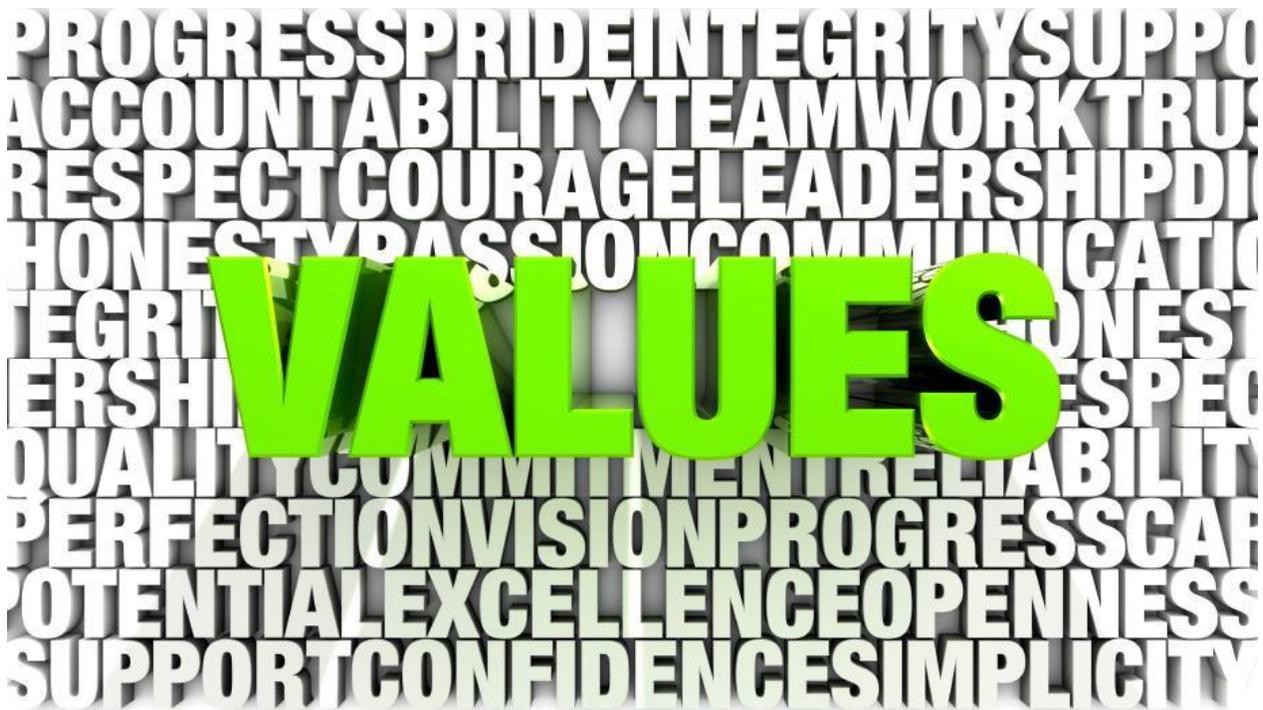
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## VALUES



In our seminar titled Managing Change we teach an important leadership step called the Workplace Value Formula. The way the formula works is easy to memorize. Workplace values amount to this: (colorful letters for easy identification)



Feature plus Benefit plus Agreement = VALUE

# MANAGEMENT



While this image is about management it is meant to get your attention and to be easy to memorize. Here's what it means: Feature of your management objective plus the Benefit to your staff, your team and your company plus team Agreement on the process and steps you are asking for = Value. This means value to the customer, your company and your company investors.

In the class we illustrate what this means by pointing out that much of a management conversation tends to focus more on action and less on results. The way we illustrate value is to ask the class participants to list the actions they think they will need to take in the next 90 days. Then list the benefits to the team, the staff, the company, the customers and finally the investors.

It's not an easy exercise but if you're a manager and you depend on your team and your staff to get things done, it's important to realize that most teams only see a small percentage of the total objective. Sometimes this is by design and sometimes it's by omission. No crime in either case but when your teams can see what you see, it makes getting to that point a lot more efficient. Values are then end result of the total effort. Here is a list of workplace values that bring huge results over time:

Being accountable.

Making a difference.

Focusing on detail.

Delivering quality.

Being completely honest.

Keeping promises.

Being reliable.

Being positive.

Meeting deadlines.

Helping others.

Being a great team member.

Respecting company policy and rules, and respecting others.

Showing tolerance.

Look at it this way .. if your teams are essentially your customers then they need buy in from the start of your leadership. It's a lot easier to get a very large group of people to support your leadership if they know what you know and why you are asking for the support of their efforts.

Way back in 1962 there was a famous speech by then President John F. Kennedy. It was delivered at Rice University in Houston Texas on September 12, 1962. In preparation for this speech he made comments that allowed everyone to understand where he was coming from. For example, Kennedy verbally condenses human history to fifty years, in which "Only last week did we develop penicillin and television and nuclear power, and now if America's new spacecraft succeeds in reaching Venus, we will have literally reached the stars before midnight tonight."

With this extended metaphor of massive proportions, Kennedy seeks to imbue a sense of urgency and change in his audience. He recognized the exponential growth of technology, and played on that to show that within the short time of nine years the stars would be ready for exploration. Then he said it:

*"We choose to go to the Moon! We choose to go to the Moon in this decade and do the other things not because they are easy, but because they are hard; because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one we intend to win."*

The result was that we did indeed go to the moon before that decade was out. Apollo 11 was the first spaceflight to land humans on the moon.

Here's a small sample of what we're referring to: (KPI = Key Productivity Indicator)

<b>Your Objective</b>	<b>What You Need</b>	<b>What You Want</b>	<b>When You Want It</b>
Meet current quarter revenue objectives while maintaining current customers	Your teams to deliver on the action steps on time and on budget or below budget	Retained customer revenue plus expanded market share revenues	KPIs reached monthly with reports that show percentages of the goals reached
Establish Q-1 and Q-2 metrics	Agreement from your teams	To hit or exceed customer count, customer retention and net revenue objectives	Again, KPIs reached monthly via reports that are submitted not just demanded
High team morale	Team work, team support	Attitude of team together / team apart meaning that each team member is accountable for the team result	From day one



Workplace value is what your team gets when they understand what the mission is, why it's important and when it's time to deliver.

Workplace value is what your managers get when your teams deliver on time and under budget. And it helps if this happens with an attitude of teamwork that is hard to achieve without a clear vision of objectives and a plan to achieve them.

Workplace value is what the company investors get when it is evident that management is on the right track with vision and

leadership. This has been demonstrated countless times in the past 150 years in America. Any account of industrial history is full of such references.

Workplace value is what your customers get when they perceive that choosing you and your company, as well as your product or service offering, is in their best interest. Also your reasonable request for customer loyalty as well as your cost paid to secure your value proposition is an easy choice. Customers like doing business with people and companies that display integrity, honesty and a fair exchange of values.

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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