



Unstoppable Profit Drivers

OWNERSHIP & OPPORTUNITY

“Create and Own New Opportunities”

Embrace two realities. Be willing to take collective ownership of customers' needs, and generate from these, new ideas and solutions that can be used to create bigger opportunities for them, your company and you.

BOND WITH CUSTOMERS

“Shift from Service to Impact”

Shift your value in the eyes of our customers from 'Service' (which is easy to replicate) to 'Impact' (which cannot be replicated), by strategically advancing their interests through powerful and innovative solutions to their problems. This will cause them to 'Bond' with you as they become more dependent on the value you keep creating for them.

INVITE CHANGE

“Reinvent Yourself”

The need to engage continually with our customers with ever-higher levels of value, challenges us to go beyond simply making cosmetic adjustments to the way we think and do things. We often need deep change within ourselves to achieve this, requiring us to review our values, beliefs and perspectives.

GOALS

“Build an Intense Desire to Win”

Build an intense desire to win by setting goals that are distinctly personal and motivating, but at the same time align with business objectives and customer needs. We feed this desire to 'win' by continually reviewing our personal and business goals.

HARNESS TIME

“Be Free to Focus on Impact”

Setting high-impact goals is not enough. We must also achieve them. Harness your time to ‘bond’ with customers, innovate, and focus on delivering impactful performances by cultivating a new appreciation of your value and your time. Clear up the clutter of ‘Busyness’ and set yourself apart from others.

PERSONAL LEADERSHIP

“Sustain Personal Performance”

Maintain your high levels of impact by developing the necessary discipline and motivation that comes from Personal Leadership. Apply and express this principle to express your unique difference.

PURPOSE & FOCUS

“Define a Personal Mission”

Have a clearly defined Personal Mission, and make a quantum leap in defining your difference in the world you serve. Discover your ‘Life’s Work’ and find a deep sense of purpose in what you do. Expressing this purpose is vital to your sense of well-being and provides the motivation and focus necessary to excel on an on-going basis.

UNIQUE ABILITY

“Realising Your True Value”

Your Unique Ability is what sets you apart from every other person on the planet and is central to expressing your defined difference. Unique ability does not define what you are good at, but what you are unique at, and is a special gift enabling you to fulfil your personal mission and realise your true value. Develop and applying your Unique Ability to raise your own and others’ expectations of you to create limitless new possibilities.

PERSONAL BRANDING

“Market Yourself as a Business”

Create your greatest opportunities by applying your Unique Ability. Personal Branding is your means of ensuring that others see us, as we want them to. It is by marketing your unique ability in a way that defines your difference to customers and your organisation, that you grow your value in the eyes of the people through whom we will achieve our own goals.

PERFORMANCE BELIEFS

“Stay On Top of Your Game”

In order to stay on top of your ‘game’ it is essential to develop a strong personal belief system to underpin what you are doing. Overcoming obstacles is a challenge that will always require the mastery of emotional resilience and a solid platform of motivational beliefs that are also part of your personal brand. Develop and apply your Performance Beliefs and lift your standards of performance to meet the standards of elite performers.

RELATIONSHIPS

“Building Strong Coalitions”

Unlock relational value with people to establish coalitions to share and deploy unique skills.

RISK & REWARD

“Make it Count Personally”

When the people in a business become individually and collectively anchored to the course and consequences of the business's future, they are prepared to do whatever it takes to create and establish sustainable growth.

INNOVATION

“Create New Value”

Peter Drucker said – “There is only one competence for the future – innovation and the ability to measure its performance”. Create new value that did not exist before. Make innovation a driving force and focus in defining your impact to bring new value and sustainable growth.

UNIQUE TEAMWORK

“Draw on the Unique Ability of Every Team Member”

Drawing on the unique ability of every team member in growing a business requires more than the motivation of a team to achieve a common goal. It demands passion for a cause built on team uniqueness that is bigger than the team itself. Unique Teamwork is the new standard for expressing individual uniqueness in a team context.

ASPIRATION ALIGNMENT

“Close Ranks to Ensure Success”

Wanting to close ranks to protect team success suggests that a team is achieving high-level goals that are important to every member. This introduces us to a new level of team achievement. When we achieve critically important personal goals through our business goals, there is a merging of personal and business aspirations. This is expressed when people pull together in a team to protect the value of their work.

SUSTAINABLE GROWTH

“Reach Beyond Current Experience”

Reach beyond current experience to express your defined difference, the key to our ongoing economic relevance and the sole remaining source of competitive advantage for most businesses.