

Episode 79 – Drive Business Results

**“It is in doing things and not reading about them that results come about.”
— Stephen Richards**

When it comes to driving your businesses results, steer clear of promises of get rich quick schemes or offers to make you an overnight success. Warning, when you hear something that is too good to be true, it often is. You know those people you think about being an overnight success – they are not. You did not witness the sacrifices, the work that was put in, and the sweat and tears that went into getting to where they are today. They were the ones honing their craft while others were out partying it up. They finally reached a tipping point where all their efforts, hard work, and dedication stood out in the crowded marketplace. If you want to drive your business results, you need to look beyond the bottom line. Your bottom-line is important but should not be your sole focus.

Communicating Your Vision and Values The leader of the organization needs to be able to communicate the vision and values for the business in order to gain buy in from the people. There is great debate whether businesses and organization should be well managed or well led. There may be a decent argument for a little bit of both. When people are focused on the process, sometimes they lose sight of the impact on the people and how it ripples to the rest of their lives. As a leader, I have a different perspective. I believe that if you gain the trust and buy-in, you gain engagement. Engagement of your people will drive your business results as your people can share ideas and an invested interest in reaching the end goal = making the vision a reality.





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Sharing the Benefits Remember when sharing your vision that you need to share the benefits too – the benefits to your people as individuals, as a group, and the entire organization and the people served. People are always looking for “What’s in it for me?” and wondering “Is what I am doing meaningful and does it make a difference?” Let them know that they matter and how what their involvement does.

Appreciating and Recognizing Your People For some people the monetary incentive is attractive but what intrinsically drives people more is that you are catching them doing something good! Let the people who work for you know what a great job they do and focus on specifics so they can do more of it. You can recognize them for their attendance, follow through, how they handled a situation or project, or the presentation they were nervous about. When someone appreciates you, and believes in you, you will go out of your way to ensure that you are giving your very best.

Streamline Processes or Discover New Ways to Become More Efficient “A Better Way” Of Doing Things You can drive your business results and performance by looking for ways to become more efficient. Reflect and keep track of wastes of time, money, and resources. You may be surprised with what you uncover. By paying attention to the smallest detail you can save time, money, and resources if you look for ways to be better and stronger.

Boost Your Revenue with New Products and Services in the Marketplace Many people are interested in the newest and latest and greatest products and services on the market. When was the last time you brought something new to the marketplace? No one said you needed to create something new entirely. Is there something that needs to be upgrading or updated that you could relaunch? Sales and marketing are an important strategy to getting your voice heard in the marketplace.

Manage Your Expenses and Invest Where You Need to You need to measure and evaluate where your money is going to make good decisions. You can’t just look at an

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area of business and think I need to cut costs here or cut costs there without evaluating the impact. You want to be responsive in business not reactive. Sometimes you need to invest your money to increase productivity which in turn can lead to increased profit.

Building and Supporting Community There is nothing better than building strength in numbers. By building and supporting your community through charity functions, cross promotion, and collaboration, you can drive business results to extraordinary results. People want to work with people who care about what they care about. When you participate in a fundraiser, charity function, or volunteer, you help your business or organization come alive into a breathing living entity of vision and values in action! Who do you like to do business with and why?

If you want to drive your business results, you want to be purposeful and strategic in getting the outcomes you want. Create an emotional connection to what you want to achieve and you will have many people wanting to help you make that goal a reality. People want to be a part of your success! Let them be a part of the action that makes it happen.

**“The results of knowledge without application results in nothing at all. Do what you know better to do.”
— DeWayne Owens**

What action will you take today?

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DEBRA KASOWSKI, BScN CEC is an award-winning best-selling author, transformational speaker, blogger, and Certified Executive Coach. She has a heart of a teacher and is certified in Appreciative Inquiry and Emotional Intelligence. Her writing has been published in a variety of print and online magazines. Debra Kasowski International helps executives, entrepreneurs, and organizations boost their productivity, performance, and profits. It all starts with people and passion. Sign up the Success Secrets Newsletter and get your free mp3 download today! www.debrakasowski.com

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