

## BUSINESS GROWTH & HIGH PERFORMANCE

Over 100,000 businesses have closed their doors in 2009 and more will follow. Many of them could have been avoided with effective planning, sales techniques, operational efficiency, execution and accountability. Most business owners and their teams simply need assistance taking the right steps.

Although business in today’s market is challenging, there’s plenty of business out there for those who make needed adjustments. A lot of our clients are having their best years ever using the principles covered in our growth and high performance analysis, workshops and support programs. Note the following quotes:

*“This past year, diesel prices hit over \$5 per gallon. With such a crazy economic climate, I thought my moving business was doomed. We ended the year with the same amount of revenue and 22% less costs in labor. The program made all the difference.”* Matt DeVall: Owner of Two Man Movers & Storage

*“A lot of my competitors are folding right now. We changed the way we operate and are looking to increase our revenue by 46% and our profit by over 61%. I would not have made the necessary changes on my own.”* Russ Golphennee: Owner of Healthy Homes Solutions

*“One strategy made all the difference!”* Tony Nelson: Owner of Spectrum Home Services



### Analysis, Planning & Execution

Action Coach and HR Service, Inc. combined high performance business coaching with people leadership techniques in a three phase process of analysis, planning and execution that will grow your organization and help you soar to new performance heights. All solutions and phases focus on six key areas related to Strategy, Efficiency, Systems, Data, People and Implementation.

Select specific phases or workshops that best fit your needs or participate in all of them for best results. We guarantee high impacting results and your complete satisfaction.

The phases and workshops are described below.

#### Analysis

Our comprehensive business analysis and assessment helps identify opportunities to improve by putting all the facts on the table. We identify strengths and weaknesses in key business areas related to business strategy, market positioning, processes, people programs, work environment, operations and finances.

#### Planning & Execution - Workshops

Planning and execution are combined in five workshops, two 4-hour sessions each, where we help you and your key leaders understand, plan and execute in the following key areas:

- I. Strategy Design and Alignment
- II. Managing by the Numbers
- III. Operational Efficiency, Systems and Structure
- IV. People – Teams, Environment and Practices
- V. Accelerating Implementation and Reinforcement

Workshops incorporate skill-based training, implementation steps and coaching to achieve specific objectives. For the best results, bring all key leaders to the workshops (See workshop summaries on page two).

#### Execution & On-Going Coaching

Some organizations find our workshops so helpful, they ask for hands-on assistance implementing business plans and techniques discussed. Others want assistance holding them accountable for on-going results making sure growth objectives are achieved. We offer multiple on-going coaching and support options.



## I. Strategy Design & Alignment

Develop and align business strategies that set you apart in the industry, create vision and drive desired results.

- Learn how to make short-term adjustments in a downturn environment to survive.
- Define who you are, where you are going and how you will get there.
- Define core competencies and niche focus areas to differentiate yourself in the market.
- Create sales and marketing plans.
- Create top five business key initiatives and strategies to achieve them.
- Create department leader objectives aligned to accomplish the initiatives.
- Create 90 day action plans to accomplish first quarter goals.
- Align strategy with people practices.

## II. Managing by the Numbers

Effective organizations and leaders know how to establish, monitor and make adjustments as needed based on key performance business numbers. We show you how in Managing by the Numbers workshop.

- Clarify and create organizational key performance indicators.
- Create a system to track and report on key business measures.
- Define how to measure business success and results.
- Align objectives and 90-day plans with business numbers.
- Learn how to use key measures to signal needed adjustments.
- Know how to use breakeven, profit margins and sales projections.
- Identify techniques to increase profitability, control cost and increase sales.

## III. Operational Efficiency, Systems and Structure

Create effective operational systems throughout your organization to deliver high quality product and service, while keeping your overhead cost down.

- Identify and implement key measures of efficiency for teams and individuals (KPI, OT, Turnover and Productivity).
- Establish techniques of workflow improvement, time studies and work flow analysis.
- Identify best practice techniques for all work processes, eliminate waste and steps.
- Identify fixed and variable cost and how best to control them.
- Implement cost control techniques.
- Spending efficiency, breakeven analysis, ROI analysis and cost reduction techniques.
- Define policies and procedures for employees, leaders and operations.
- Create organization charts and workflow processes.
- Create effective job descriptions.

## IV. People – Teams, Environment and Practices

This workshop shows you how to create people leadership programs, structure and overall work environment to most effectively lead your greatest asset – people.

- Getting and retaining the right people.
- Managing daily performance expectations.
- Creating a positive environment with high employee morale, commitment and engagement.
- Communication strategies from the company, across departments and one-on-one.
- Paying the right amount, rewards and recognition.
- Staying compliant with employment laws and regulations.

## V. Accelerating Implementation

Now that you know what you need to do, it is time to plan out how to effectively execute and bring about needed changes within your organization.

- Identify needed changes by defining your current and desired future.
- Discover techniques to obtain support and execute results throughout your business.
- Create effective communication plans and approaches to bring about needed changes.
- Define methods to surface and resolve resistance to change.
- Create change methods and action plans to implement business strategy.
- Create reinforcement techniques to get desired results and behaviors.

