

9-14-20--2 of 8-Strategy 1- Speed and a Plan

Wed, 9/9 9:11AM 9:02

SUMMARY KEYWORDS

plan, business, execute, ship, hardship, storm, company, reorganization, boat, afloat, digest, article, throw, talk, milestone, movies, revenue, direction, create, adjustment



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Hey, everyone. Welcome to the next episode of legendary leaders. Thank you for joining me, I am excited to dive into our first reason or first strategy that we're going to talk about out of seven that help us understand how to do a reorganization right in adjustment of our headcount in our mature or our evolving businesses, right, the seven best ways to accomplish that without damaging our growth potential. Okay. And so today, we're going to talk about timing. Timing is super important. Okay. The reason being is this. We all know that we need to move our businesses from the red back into the black when we're talking about revenue and profit. Okay, profit primarily, we're probably making some revenue, but we're not making enough to cover our expenses. That's the entire point. And so we want to generate some profit as opposed to spending more money than we're making. Time is of the essence here for two reasons. Number one, we need the business to rebound we need the business to be able to stay afloat. And and think about it when I just said a float, I want you to think about the boats. Think about the boats, all the movies that you've watched growing up, especially as a kid, think about all of the pirate movies and you know, Pirates of the Caribbean if you haven't watched anything but that remember that there are various pieces of the movies where they're throwing cargo overboard, either to make the ship go faster, or essentially in a storm, they would throw everything over to help ensure that it didn't tip over or sink right. The lighter the boat, the easier it's going to be to try to keep that boat afloat. So the point is, you're trying to keep your business afloat in the same way. So what can you do what can you throw over, so to speak, and that's really hard, harsh terms. Please forgive me. I'm not trying to be very insensitive here. But what can you eliminate From your ship, in order to help it move a little faster, and stay safer in the rough waters, okay? That's what we're trying to do is keep

your ship safe. The second reason that Tom is of the essence is because everyone is working for you and your company, they know that your business is struggling, it's not a secret, okay? If you've done all that you should be doing which is put the numbers in front of your company. So they see the performance. Because you're creating owners, you're creating owners in your business, right? That own a piece of the business that are are putting their heart and soul and their all their work and their mental capacity into making your business successful. So you naturally share your company performance. Well, when they can see the basics of the company not performing super well, and they've seen that for several months. They're going to start wondering why it's okay, and what's going to happen. And when you have a workforce that starts to wonder, you're going to lose productivity. Which is a cycle of death, right? Because you lose productivity, that means that you don't have enough product or service to sell at the pace that you need to in order to generate the revenue that you need. And so now you're further behind. And it's just it's a bad situation. Okay. So time is super important. The the point that they made in the article, right that Peter and team referenced in the article is that if it takes a reorganization, if it takes a company longer than six months to execute that reorganization, based off of a downturn in the economy or a downturn in their business, then that reorganization is more likely to fail. Now, that's scary, but it's true. Okay? The longer it takes, the more likely that the business is going to have changed, or, you know, something, something else is going to happen. And so it's like I've got to set a course with my business and I've got to go through the storm in that direction, no matter what occurs, I've got to pick a path and I've got to stick with it. Because if I don't, I'm sitting in the middle of a storm, which means I'm more than likely going to sink. Okay, inaction can't happen. We have to pick our path and we have to move through the storm. So that's something that I want you to consider. Now, one of the caveats that they threw out and I would absolutely agree with this, they said, moving quickly does not mean rushing ahead without a plan. Now you notice an example that I gave you, I said, I'm picking a path to get through the storm and that's the path I want to follow. That's my plan. My path is my plan. I'm going to create a plan on how I'm going to get out of the storm and keep my ship safe. Okay.



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If I don't have a plan, and as arbitrarily start trying to get out of the storm, That's not going to work. Because you're going to have people that are on the boat trying to do different actions or functions, because they're not sure why we're going in the direction we're going in. And it's going to counteract what we're trying to do. We need everybody understanding that the plan exists. This is the direction that we're going in. And we're all going to send the boat in that direction because the right path to go down.



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Now,



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it says here in this article that only a third of companies trying to make a change during a hardship situation, develop a detailed plan. And then another third only had a one milestone that everyone needed to hit. And then a final third just didn't have a plan whatsoever. That is scary to me. Right. Does that scare you? They said in the article that the last two groups the groups only had eight milestone, okay, or didn't have a plan all together, they were more likely to fail. They they had higher cases of failure than success. So what does that tell you plans, we have had plans from the beginning of our businesses, right? I'm going to do this and then I'm going to do that. I'm going to execute here. And then based on that result, I'm going to do this. And so you didn't create a one step plan, you created a 10 step plan, and you move through all of it. And you didn't wait three months to decide to do it. No, if you've got a business as is in the mature or the evolution phase, you had pace, you were moving, you made a decision and you stuck with it and you executed down the pathway that you've created is the same here. Now I know that in a mature or an evolving business, it's much harder to turn that huge ship I get it. Okay, but that doesn't mean that gives you an excuse not to turn the ship. You still have to plan and you still have to set a course. And you still have to move swiftly down that pathway. If you want to save your ship, ie your business, you have to execute quickly and have a very clearly defined plan that you are executing. Those are the two rules. And that's why time and planning are critically critically important. So my challenge for you today, if you're in a situation like this, are you acting swiftly and have you developed a plan? Don't wait for the industry to change. Don't wait for you know, the winds to slow down and now the hail to start. I mean, it's always going to be something next, figure out what's happening. act swiftly create your plan executed and move forward. The business world is always going to change just like the ocean, okay? You never know what you're going to run into. But at the end of the day, if you've got a plan, you're going to be able to adapt and move that much faster. Okay. That's the point here. So, again, you're challenged today. If you are in one of these business phases, and you are going through a hardship where you need to make some adjustments, I want you to ask yourself, are you doing it timely? And are you executing a clear plan, not just one target a plan, not just, hey, we'll just see where we go, no a plan. If you're not sitting in this face, or you're not going through a hardship in your business right now, I want you to sit down and digest what you just learned. How important is this? Can you understand why this matters? digest that, put it in your memory and understand that time and a plan are always going to matter no matter what you're doing in your business, right. Okay. I'm going to join you tomorrow. I'm going to present to

you Reason number two. Okay, strategy number two, for how you move through a reorganization in your business is facing a hardship Go and be legendary.