

### **3 Things that will make you more like Mike Weir than the Jays or Leafs ...**

**It's October and we're well into the regular rituals of Fall.** The Jays didn't make the playoffs and the Leafs are off to a poor start – need I say more. Halloween is just around the corner and, before you know it, the stores will be telling us it's time to shop early for Christmas. Another year will soon be over. Will it have brought you and your business what you wanted?

**Going back to the sports world for a moment, teams deal with what happens to them in different ways.** The Joe Torre drama played out immediately the Yankees were beaten in the playoffs. A couple of coaches in the NHL and OHL have already lost their jobs – and the season's hardly begun. But some teams never seem to deal with events (yes, the Jays and Leafs do spring to mind). How do you deal with your results?

**Let me suggest 3 things that you can do to make your results even better next year.** My guess is that none of them will be new to you. This brings me back to my belief that all companies know what to do. But the companies that achieve their full potential actually do them.

**Number 1 – Take time during November (if you haven't already done so) to develop and write a detailed plan for next year.** Do it now - before the year end rush begins. Take your key people and get out of the building. Set goals for 2008. Sure, do revenue and profit. But also set targets for the things that directly affect revenue and profit – for example staff training, equipment utilization, order fill rate. Work out specific actions that have to take place to reach those goals and make someone responsible. Make the first step in their action plan telling you what resources – people, financial etc. - they'll need.

**Number 2 – Put a year long lead generation program in place and promise not to cut funding if revenues fall behind targets.** Remember some things take time. If you haven't had a systematic approach to finding and developing prospects you can't wave a magic wand and turn them on. You have to plant the seeds, water them, fertilize them and tend them before you can harvest the crop. Measure the results of your activities – email, telemarketing, search engine optimization etc. – and change the ones that aren't working. Make response rates and conversion rates your new best friends.

**Number 3 – Deal with the people on your team who aren't contributing to your company.** All teams have them (apparently, according to the Globe and Mail, it could be almost everyone on the Leaf's roster) but only some teams give them the opportunity to play somewhere else. Doing this is hard. No one enjoys hurting other people. So do it soon before the holidays become an excuse for further delay. Start the New Year with a clean sheet.

**One last time with the sports analogy.** Mike Weir did well in the President's Cup and some people are saying that's because he's gone back to basics. But what are the basics and, if they're so effective, why do we stop doing them? The 3 things I've mentioned are pretty basic to success. Why do we forget them? Because in the high pressure cooker of everyday living we focus on the urgent and have no time for the important.



To share your experiences, to take issue with anything I've said or to get some insight in how get back to basics, send me an email at [jimstewart@profitpath.ca](mailto:jimstewart@profitpath.ca) or call me at 416-258-9610.

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