# "Strategy, Team, Execution...and Results"
## 12 Keys to a Successful Organization

- Safety
  - Incident Tracking
  - Safety Awareness
  - Health & Safety Training
  - Housekeeping Plan
  - Training/Best Practices/Procedures
  - Incentive Program
- Distribution & Supply Chain
  - Distribution
    - Going Vertical
    - Must "Create" Their Future
    - Own Relationship w/ Customer
    - Positioned as #1 or #2...
    - 4 Reasons Mfgs. Use Dist.
- Sales Force Management
  - Territory Management
    - Assessment
    - 1 3 Goals
    - 2 Customer Management
  - Sales Force Effectiveness
    - 2 At the Heart is Accountability
    - Compensation
    - Focus
    - Use A Formal Planning Tool
- Customer Delight
  - Customer Delight
    - 2 ID and Overcome Critical Constraints (Bottlenecks)
    - 2 How Do You Want To Innovate?
    - 2 Must ID What Customers Need...
    - 2 Give An "Employee Alignment Quiz"
    - Ensure Customers "Fall In Love" With Your Company
    - 360-Degree Customer Experience
- Effective Group Presentations
  - Prep
  - Go
  - Show
- Verbal & Written Communication
  - Verbal
    - 5 Clear Expectations
    - 5 Staging
    - 5 Active Listening
    - "Hear"
    - 5 Time Of Day Communication
  - Written
    - Headline Your Main Point at the Start
    - Never Send an E-mail When You Should Call
- Consultative Selling
  - Understand and Solve Needs of Ultimate User
  - The Art of Questioning
    - Two Ears / One Mouth
  - Long Term Goals
  - You Must Achieve "Win-Win"
  - Role Of The Advisor
  - Helps Instead of "Closes"
  - Roundtables/Focus Groups
  - Inside Sales Rep Stronger Part
- Vision, Purpose, & Values
  - 2 Organizational Clarity
  - 2 At Least One Major Innovation A Year
  - One Page Operating Plan
- Recruiting, Training, & Motivation
  - Adults Learn Through Enjoyable Experiences
  - Don't Set A Fire Under People...
  - Maslow's Hierarchy
  - WIFM: Always Keep Other's In Mind
  - Who's Job Is it Anyway?
  - Generational Differences
  - Always Be Recruiting...
  - Employee Incentives for Recruits
- Team Building
  - The 5 "Functions" of a Team
    - 5 Qualities of a Team
    - Fake Team Worse Than No Team
    - Consensus Can Be a 4-Letter Word
  - Growth Is Critical For 2 Reasons
    - To Attract and Retain Business Alliances
    - To Provide Opportunities for Employees
  - Candor
- Performance Improvement & Execution
  - Measurement, Scoreboards, and Accountability
  - 3 Good To Great
  - Execution
  - Financial
  - Problem Solving Formula
  - Lean Manufacturing
  - Benchmarking Trips
  - Essay
- Leadership and Management
  - 2 Three Key Roles of Top Leader
    - 2 Strategy Keeper
    - 2 Attract and Develop Managers
    - 2 Cheerleader
  - Leadership
    - Manager Must "Make The Rounds"
    - Thematic vs. Hands-On Leadership
    - Actions Speak Louder Than Words
    - More Can Be Done Through Praise and Recognition
    - Leader's Can't Motivate Anyone...
  - Managing People
    - People Must Feel They Make A Difference
    - Communicate, Demonstrate, Orchestrate
    - Don't Manage People; Manage Agreements
    - Be A Resource and Coach
    - Set Clear Expectations
    - Meet Qtrly w/ Extended Mgmnt Team