

E-News

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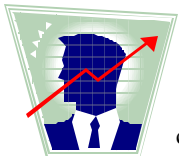
A Tale of Two Companies – by Dan Trudell, President

Once upon a time, there were two companies, Alpha and Beta. These two companies both happened to be manufacturing companies yet they could just as easily have been in just about any other business sector. Last year, both companies had roughly the same revenue.

It's early Monday morning at Alpha Company and already Sales Manager, Judy and company president, Kevin, are deep in a dilemma. "Giant Co called and wants to review our relationship" Judy tells Kevin. "Marty, our account manager for Giant, tells me that Delta is promising Giant a 98% on time delivery and additional dollar incentives if Giant will move more volume to them! We sure can't beat the 98% figure even if we could match their extra incentives! I don't need to tell you what that would do to our forecasts if that happens. How do you want me to handle this?"



Kevin says "Judy, get out there and do whatever we have to do to keep that account. We will expedite every one of Giant Co's orders and beat any price that Delta quotes! We will NOT lose that business!" And with that storms out.



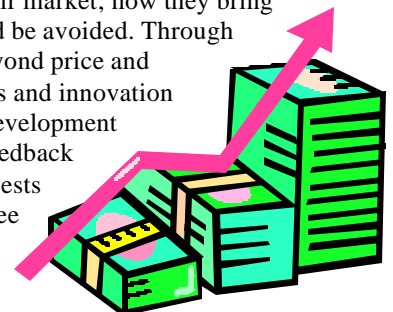
Now, across town at Beta Comp any Sales Manager Ross, has a pleasant surprise for President Brent. "Brent, remember the meeting we had with Real Big Group a month or so ago? They really like the plans we presented to them and they want to move forward with implementation. RBG expects that this will mean about a 20% increase in business for us from them this year!" Brent says, "Ross that's just great! That strategy we developed to pursue customers like RBG seems to be paying off. This is the third time in the past three months that this has happened. We understand their business, and can bring ideas to them that make sense for both of our companies."

So, if you were a customer, an employee or a supplier, which company would you want to be associated with?

If I were to continue this tale, you would learn that Alpha Co. has some other issues working against it. Things like a policy of sourcing from only the lowest price bidder without regard for quality and reliability... Like managers that have advanced into management positions beyond their capabilities... The fact that there is no systematic and persistent business development process in place to attract new business to the company. Further investigation would reveal a pattern of poor people development from the shop floor to the executive level. Annual reviews are done with a wink and a nod and wage increases are based upon how much your supervisor likes you versus how well you are performing. As a result, you will find high turnover at Alpha. And the situation does not seem to be improving because there is no understanding of the competencies required for success in each position from shop floor to senior management. Alpha will tell you "we just hire good people and we know them when we see them."



A closer look at Beta would tell a different tale. Beta has made the commitment to understand their market; how they bring value to specific types of clients and even more importantly, which clients are not a fit and should be avoided. Through that process Beta Co. has been able to develop relationships with customer companies that go beyond price and delivery. Senior management is proactive in exploring ways to constantly add value through ideas and innovation for their customers. In addition, Beta Co. has a consistent, persistent and targeted new business development process that focuses on those customer groups that "fit" with Beta's value proposition. Regular feedback occurs between frontline employees and supervisors as well as with senior management. Beta invests in many types of development for all their people including business literacy so that each employee from top to bottom understands how to contribute to improved financial performance. When it comes to hiring, Beta is picky about who they select. They understand the importance of matching both an applicant's technical skills and non-technical skills with the job. This approach has resulted in lower turnover and higher productivity across the board.



I mentioned that these two companies were both manufacturers and had about the same revenue. What I didn't tell you is that Beta Co. had 3 times the profit, higher return on equity and higher productivity than Alpha Co.

If you were a customer, an employee or a supplier, which company would you want to be associated with?

Peak Performance Associates is passionate about our clients' growth. We grow Beta Companies! To learn how, call me at 608-835-9288 or email me at dant@peakperform.net and schedule a time for us to talk.

Create a Thriving Environment – by *Monica Le Grand Trudell, Vice President*

Spring is on the way. I know that because I just got a seed catalog in the mail. At least the seed company is confident that spring will soon be here!

That seed catalog got me thinking. Each plant in the catalog has a description of the type of environment in which it will thrive; some need full sun and sandy soil, others only partial sun and a continuously moist soil.

The same holds true for people. Some people need freedom and autonomy to thrive while others need a supporting, nurturing environment to flourish. You get the idea! What we need is a catalog that tells us what type of soil each person will thrive and “blossom” in!

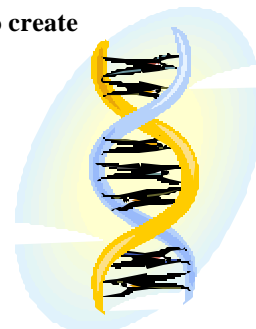
Where to find such a catalog? I have the proverbial good news/bad news situation to report. I do not know of a “standard” catalog of people. That's the bad news. The good news is that we have tools available to create an individualized “catalog” on each of your people. Imagine the potential that can be unleashed by “planting” a person in the right environment for them to thrive! How much improvement do you think is possible? 5%? 10%? 30%? More?

Think about your own life. Have you ever been in a work environment that was literally “toxic” for you? An environment where there was not a “match” between you and either the job or the culture? If so, what was your productivity like at that time? 70%? 50%? Maybe even less? Were you blossoming or barely surviving?

Now, think about a time when you were in an environment, either work or elsewhere, that really energized you. What was your productivity like then? 90%? 100%? 110%? Maybe even more? Were you blossoming or surviving? You get the point.

So here is the question for you as a leader or manager: **How important is it to your future to learn how to create a high performance environment for all your people? What additional results could your team accomplish if everyone was *blossoming*?**

There are two easy assessments tools that you can use to determine what type of soil (environment) will energize each one of your people. One report identifies the personal motivators, those conditions that are important and release energy in an individual when present. The second assessment identifies the preferred communication and behavior style of each person; how to best get your message across while keeping energy high!



If you think you could do a better job in creating high performance conditions, I would like to offer you an opportunity to sample each of these tools. Please contact Monica at monicat@peakperform.net and mention sample reports in the subject line. I will contact you to make the arrangements.

Peak Performance Associates works with business owners and leaders that want to re-energize their company's existing top-line revenue sources and exploit new growth opportunities in the future.

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