



Alternative Growth

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P/Strada, LLC

To Think. To Plan. To Win.

Do You Need An Improved Business Design?

The tactics and plans that you put together to start your business will not work forever. As the company grows and dynamics change, you will need to re-evaluate. Improvements to your company can always be made and should remain a top priority if you plan to stay relevant in business.

Need For An Improved Business Or Profit Plan – It is important that you re-evaluate your current business plan. There are a few things you need to determine when putting together your evaluation.



- What is your company's ability to make a profit?
- Do you work from a defined profit model?
- Do you have an understanding of how customer intelligence impacts your profitability?
- Would you say your sales process is well developed?

Take the time to really evaluate and answer these questions honestly.

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Ask The Coach – I Often Find Myself Overcommitted. What Can I Do Differently?

Overcommitted is an interesting term I hear often. Use of the term and your underlying assumptions may be a problem. The verb “commit” means “to obligate or pledge oneself”, so you may have pledged your time and energy too broadly. You are likely involved in a number of activities and roles at work, at school, in the community, and at home. You probably struggle “finding the time” and energy to keep your obligations. But are you really committed?



Reconsider the concept of commitment. Are you over-committed or are you under-committed? Over-commitment is an oxymoron. Too many “obligations” creates a watering-down effect, so none of them receive your true commitment. How might your problem look differently if you considered that you may really be under-committed to your real priorities? What new solutions does this shift in thinking generate?

If you find it difficult to say “no” or have ever used the phrase “I didn’t have time” you may be under-committing; worse, you may be blaming the clock or your other roles.

- *What is important to you?*
- *What opportunities do you have that relate closely to your core goals and purpose?*

Have you prioritized your opportunities before obligating yourself?

*Continued on page two – **Ask The Coach***

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One Minute Ideas



Patrice Manuel, CEO/Senior Principal of P/Strada, LLC

Planning, Planning, Planning

If you don't know where you are going, than any road will get you there! You must plan, execute, and measure.

Who's going to do the planning?

Get your entire team involved in developing plans for the team, project, department, or company. Assign aspects of the planning to those closest or most knowledgeable to the each particular phase. Coordinate the process and make decisions based on the overall strategy and core values.

Often the leader will engage a strategist to guide the company through the process and the development of the plan. This has proven to be very effective.

The people who are closest to the work and are responsible for implementing the plan, should be directly involved in the planning. Strategists can facilitate the process, but if the plan is going to work, the people responsible for its success should be a part of the planning. ♦

Source: Sorrell Associates



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Customers Are Migrating Away From Your Products Or Services – Many businesses are encountering this major challenge. Their customers are moving away from the businesses' products and services. Here are some things to consider in regards to losing customers.

- Do you have a customer intelligence plan in place to stay ahead of your customers' needs?
- Do you have an understanding of the people that are your customers' customer?
- Have you made customer service part of your performance plan?
- When employees show exceptional customer service, do you reward them?

Without your customers, your business will not increase in profits.

Need For A Flexible Planning Model – If you want to increase your profits this year, there are some things you need to make sure you have in place. First of all, you need to have a real understanding of what it will take for your business to grow.

For companies that are operating in crisis mode, a short term plan is critical. You should put together a plan that will get you through the next 6 months.



You also need to put in place a feedback loop that will help you to improve your processes. The feedback from others will help you understand if you are meeting consumer needs.

Project Management And Resource Coordination Challenges – Your business needs to focus on having better staff buy in. Without a strong vision and a mission that the team understands, you will only get as big as you can on your own.

As a business owner, you need to identify your core values. Once you identify these values, you can't just talk about them. Instead, you must model the values for the team.

Growing a business takes intentional planning and forethought. With the right formula in place, you will be on your road to success. ♦

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*"The task of the leader is to get their people from where they are to where they have not been."
~ Henry Kissinger*

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"Overcommitted" people prioritize their schedules. The person of integrity schedules his or her priorities. Consider this critical distinction before you make promises in the future. ♦

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