

Improving Performance: Working On The Business, Not In It

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Let's start with you

Leadership is a personal journey

It's about achieving what we want in life, who we want to be, where we want to go, what we want to influence

It's about doing what's necessary to get to where we want to go

Answer these questions:

Do you...

- Want to grow the business?
- Have a specific set of goals you are trying to achieve?
- Have a clear strategy (in writing) to achieve these goals?
- Constantly communicate your plan to your team?
- Have the right team around you right now?

Are you happy with...

- Your bottom line result?
- The number of hours you work?
- Your team and the efforts they put into the business?
- Your ability to compete against competitors in your market?

And now...

Count up the number of **yes** versus **no** answers

If you have more yes's than no's, you are in a good position for growth.

If you have more no's than yes's, the good news is there is room for improvement.

The Typical Business

- Same results, different year – the glass ceiling
- Market becoming more competitive, customers more demanding
- Can't find staff
- Complexity – work expands, loss of control
- No time

Momentum is incredible

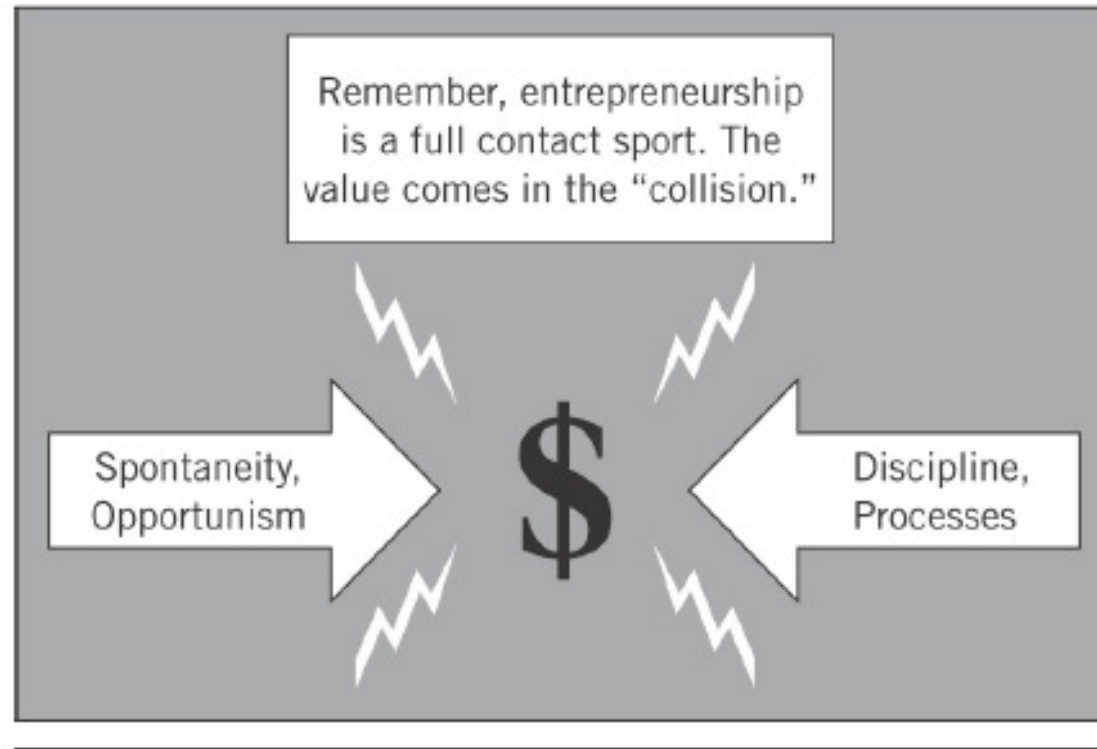
“Every CEO, (Owner Manager), company, brand and marketer is facing new challenges to reach, engage and sell to hyper-connected, media-savvy and always-on consumers living in a challenging world.”

Simon Mainwaring, Founder & CEO – We First

“ If the rate of
change on the outside
exceeds the rate of
change on the inside,
the end is in sight ”

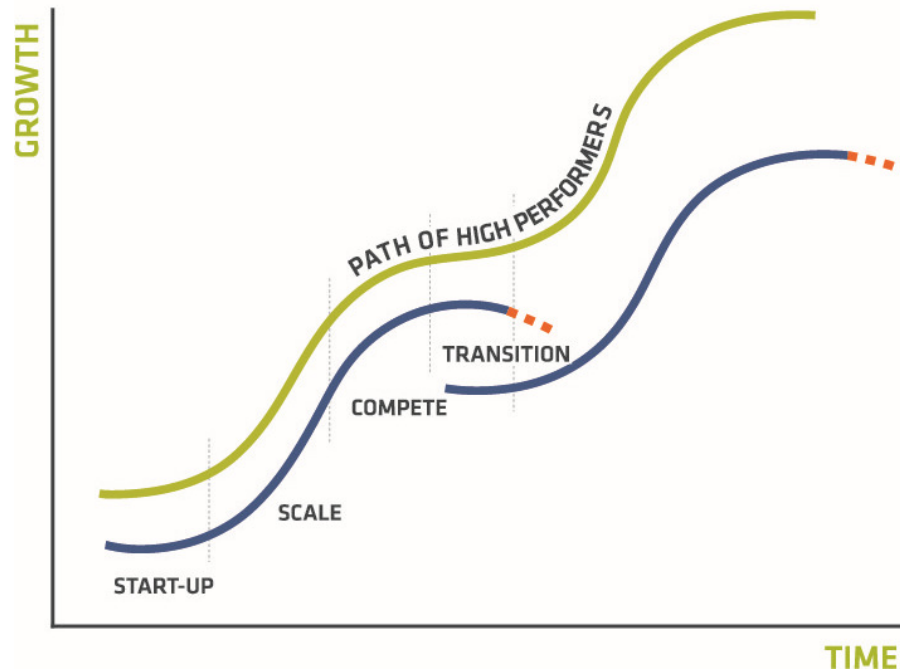
Jack Welch

Entrepreneurship IS a Contact Sport





Double S-Curve Model



**People,
products,
markets,
relationships
all follow the
same shaped
curve**

Growth by itself isn't the answer...

You can fail to reach your true potential by growing too fast and too slow

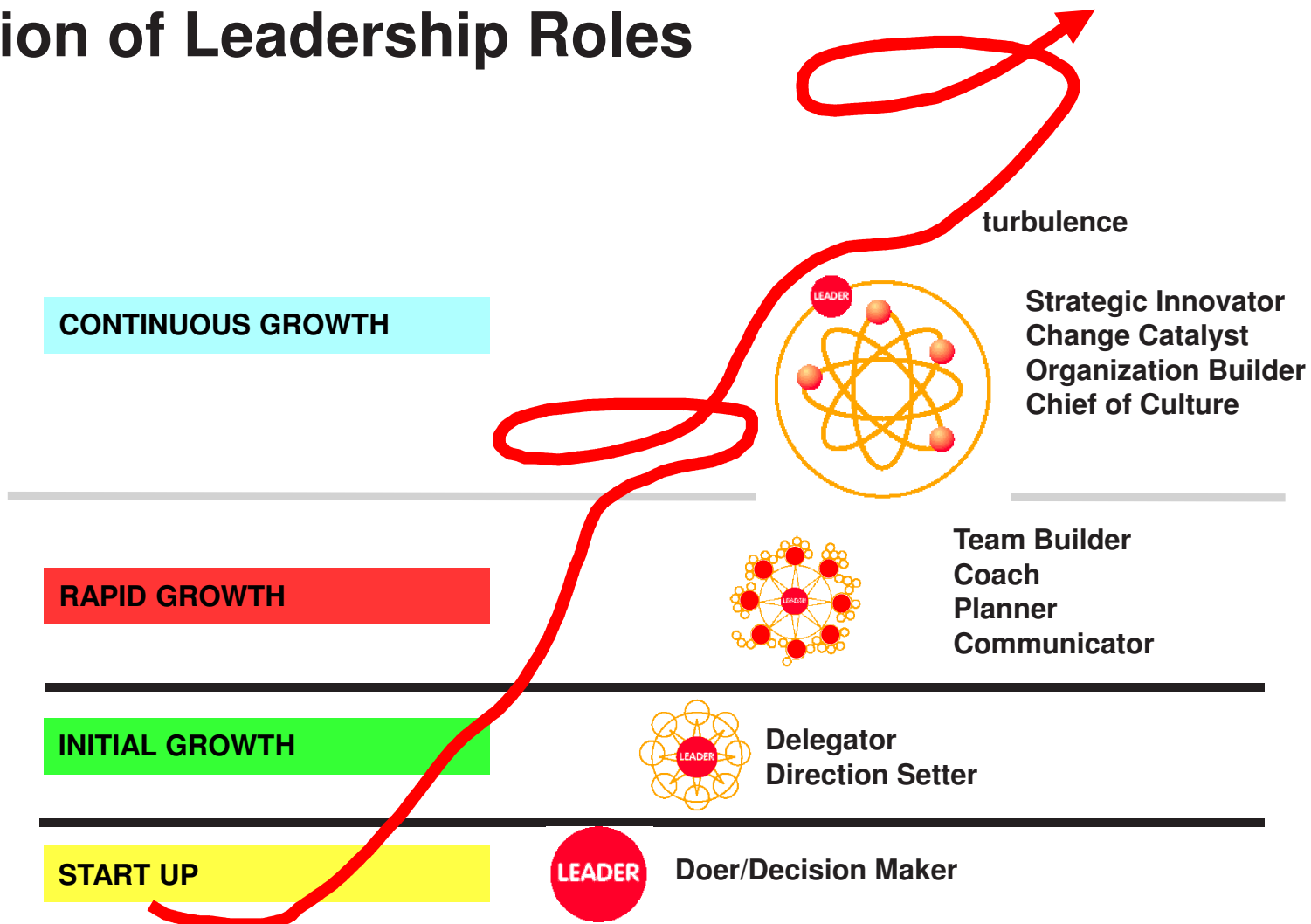
Wilful and diligent ascent from one foothold to another

Sticking to the knitting won't always get you there (keep redefining)

Difficult task of leadership is to make sure the business raises it's ability to handle growth as rapidly as it does its revenue line.

Only then will you be able to achieve sustained profitable growth.

Evolution of Leadership Roles



STRATEGY IS ABOUT CHOICES

**To win, a company must choose
to do some things and not others.**



Vision and Strategy

- How much time are you spending on the strategic direction of the business every week?
- How much time should you be spending on the strategic direction, if you are to achieve what you want?
- What stops you from doing the important things?

Why bother?

Businesses where everyone has a clear understanding of the Vision, Mission, Values, Goals and Measures enjoy a 29% greater bottom line return than other firms.



ONCE I COULD
PICTURE THE
GOAL

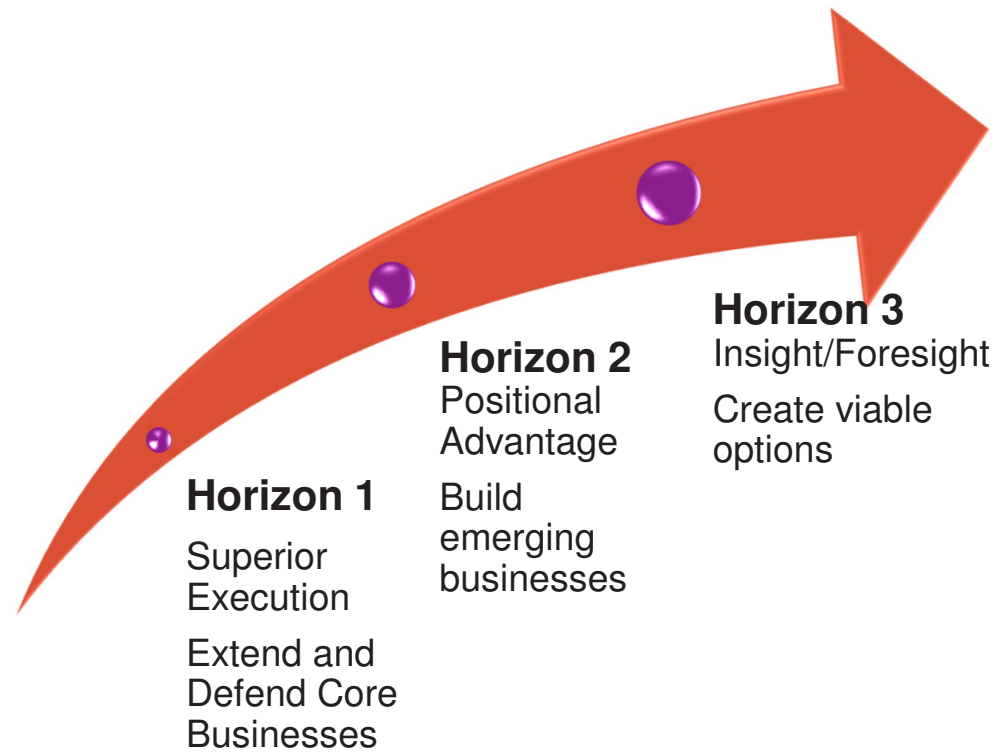
» STUFF STARTED TO HAPPEN «

FAST

– **Janene Draper**, Farro Fresh



The 3 Horizons



Growth Matters

The most interesting companies may not be the 'sexiest' or the 'coolest.'

Sticking to the knitting won't always get you there (keep redefining)

Don't look for extraordinary people; build a place where ordinary people can do extraordinary things

How employees feel about working in a place is a significant driver of success.

Just TWO things are needed, in balance



Our Aspirations

The idea of vision

Are you constraining your own thinking? Are you being aspirational enough? Are you being incremental – more tomorrow of what we are doing today?

Breaking Through

- **Desire**
- **Belief**
- **Focus**
- **Commitment**
- **Action**

You Need to...

- **Stop short-changing yourself: get a vision worthy of your ability**
- **Stop daydreaming: set goals that inspire you and plan to achieve them**
- **Stop procrastinating: get accountable for your being at your best**
- **Stop spreading yourself too thin – get clarity and focus**
- **Get out of “busyness” and make time for the important things in life**
- **End the isolation – surround yourself with inspiring people and ideas**
- **Cut the excuses – front up and get on with it**

