

Successful Leadership

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**George Albert Hotel
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A growing business needs its leader to manage less and nurture culture more.

Let your team run your daily business operations and you, the leader, can concentrate on growing the scale and value of your business.



This workshop will show you:

- How to recover the passion that first launched you into business
- Why you need to think big even if your business is small
- How to identify what you do best
- How leadership is different to management
- How to get the best performance from your staff
- How to develop your strategy to spend less time fire-fighting
- What the key attributes of a leader are and how to develop them



1. How to recover the passion that first launched you into business



Why did you start a business?



Reasons?

**Use an existing skill, ability,
hobby or interest to make
money for yourself?**



Each business needs 3 main roles to run it successfully



TECHNICIAN – good level of skill and understanding



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ENTREPRENEUR – ready to start up a business, spotted the opportunity



MANAGER – run the business, process, planning and procedures



1. TECHNICIAN

2. ENTREPRENEUR

3. MANAGER



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Back to basics

What was the passion you had when you realised you wanted to start a business?

What were you good at?



Consider that first motivation in the context of a balanced structure



2. Why you need to think big even if your business is small





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Thinking big is not just £



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Structure of a big business





Screwfix Direct went from being a big, small business to being a small, big business!





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SCREWFIX[®]



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- **Planning**
- **Structure**
- **Controls**
- **Policies**
- **People**
- **Quality checks**
- **Etc, etc**



It can very easily go wrong without thinking ahead:

UK carrier market – need for long term strategy



Running any business as if it will be a franchise
will add immense value



The ultimate business in a box!





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A franchise should have:

- **Clear plans for growth**
- **A full business plan**
- **Well laid out procedures**
- **A robust marketing strategy**
- **Excellent training available**
- **Clarity for all roles**



If your business had all this how much more successful would it be?

The leader of the business is responsible for providing all of these areas.



3. How to identify what you do best



What do you bring to the leaders role?



We need an opportunity to reflect and review
and to identify strengths and areas for
improvement



Development Wheel



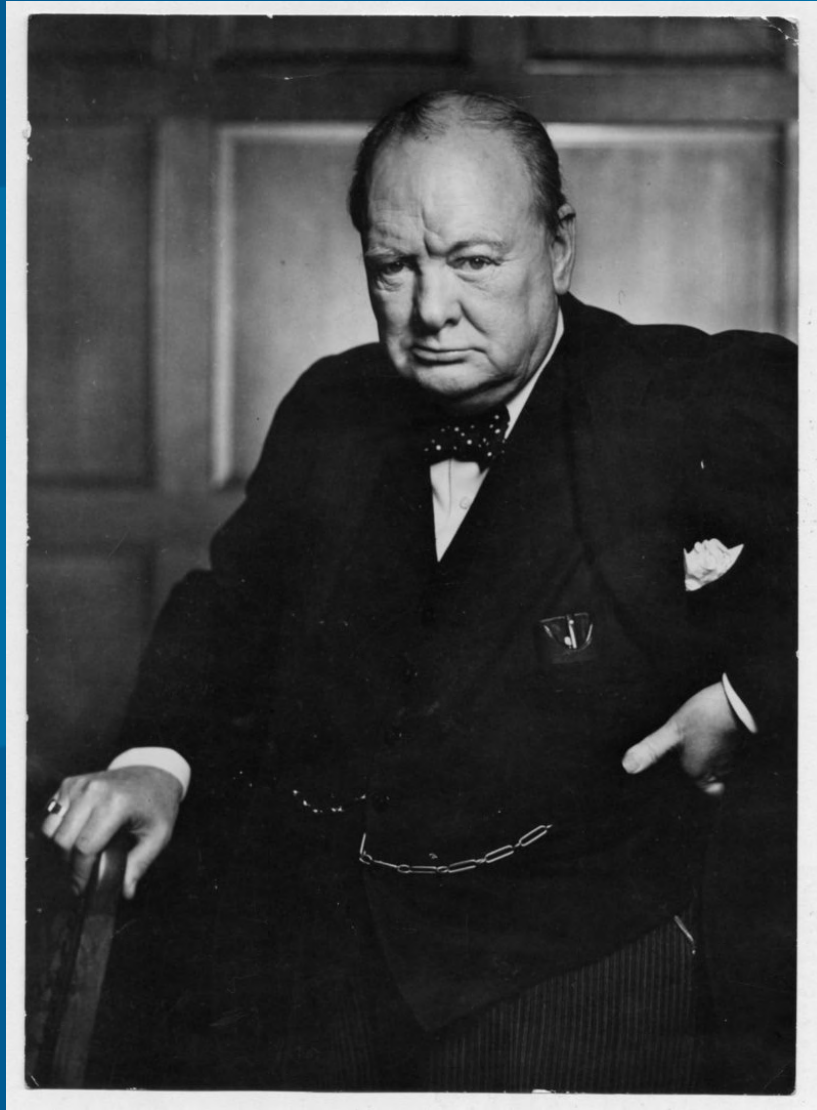
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4. How leadership is different to management

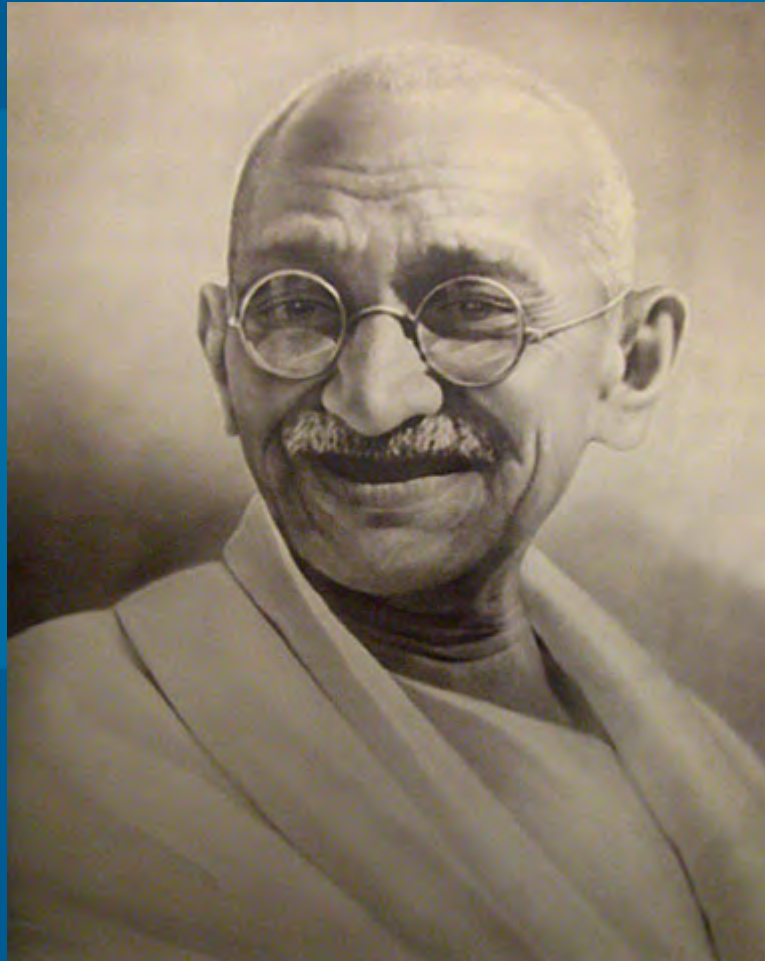


Who are the people who come to mind as leaders?

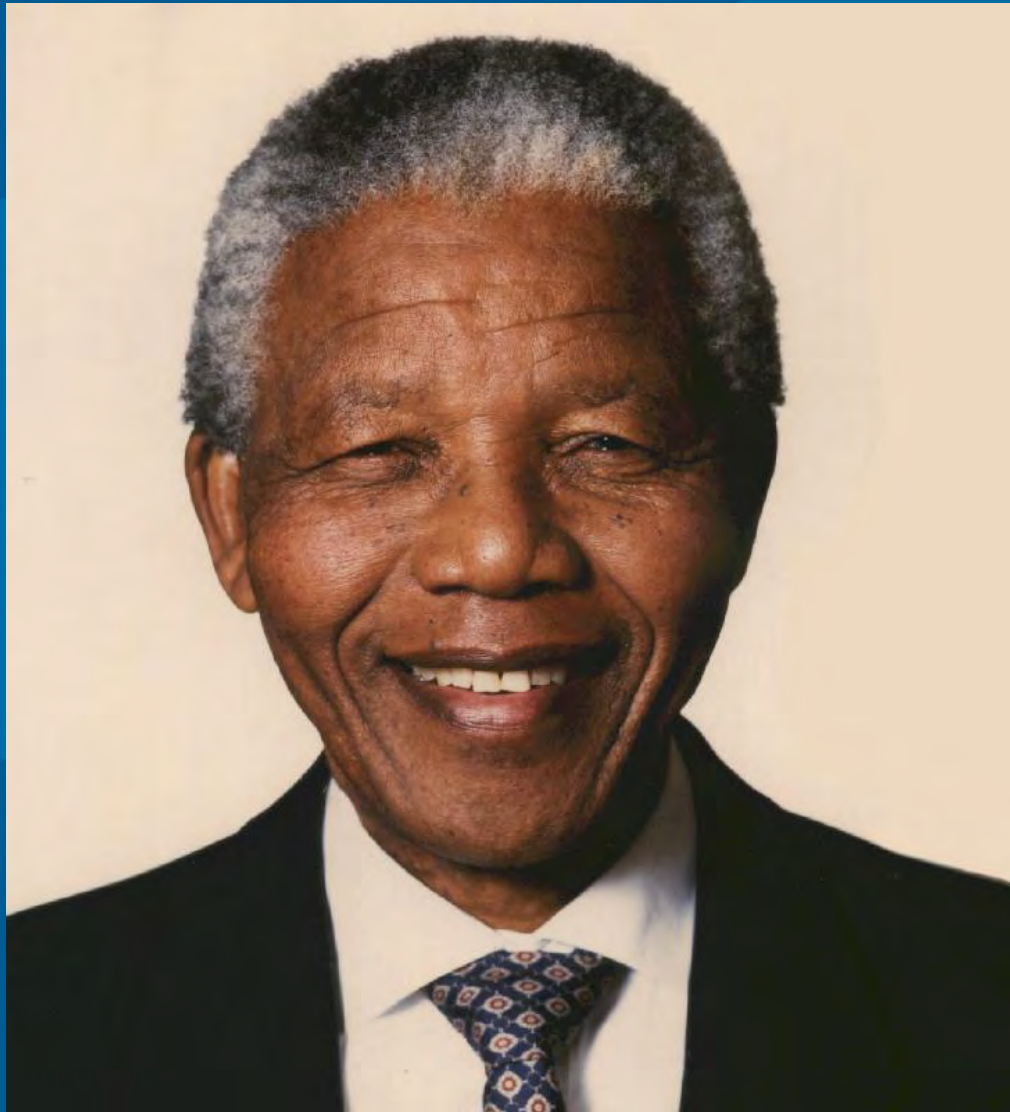




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Famous managers?





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Differences

Leader

- Coaching
- New approaches
- Leads people
- Future
- Proactive
- Change
- Strategy

Manager

- Telling
- Status quo
- Manages tasks
- Now
- Reactive
- Stability
- Fire-fighting

Often there is some degree of cross-over, but there are serious benefits to moving towards leadership orientation



Are you a leader or a manager?



5. How to get the best performance from your staff



Tell them what you want them to do!



90% of businesses never do this





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The job can still get done, but:

- **Incompletely**
- **Inaccurately**
- **Incorrectly**
- **Incompetently**
- **Inappropriately**



Objective - something that one's efforts or actions are intended to attain or accomplish; purpose; goal; target.





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Check how well this works for you

- **Make a list of the objectives within your team**
- **Ask your team to do the same**
- **Compare the 2 lists**
- **Are they the same list???**

Objective setting

- **Make a list of tasks that need to be done**
- **Review where these tasks lead to a common outcome**
- **Identify the key outcomes required**
- **Make sure these are business critical**
- **Filter down to 5 or 6 key objectives**

Bad objectives

- **Help the business to make more money**
- **Deliver the best possible customer service**
- **Achieve a 50% increase in sales**
- **Embed the new philosophy into the fabric of the organisation by pushing the envelope of understanding to enhance quality and service**
- **Get new customers for the business**

SMART

Specific

Measurable

Achievable

Realistic

Timed



Better objectives

- **To complete and follow up Business Support Plans in accordance with agreed timescales and effectively manage your relationships with customers to the end of the financial year**
- **To achieve a target of 30 IA's per quarter for Q3 and Q4 – thus contributing to the required rolling profile**



Process

- **Set objectives**
- **Agree them with staff**
- **Measure and review (ongoing)**
- **Feedback quickly where objectives are not met**
- **Formal review (appraisal?)**
- **Set and agree new objectives**



plan

do

review



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Great teams

- Know what their role is
- Are operating in roles that use their strengths
- Understand what is expected of them
- Have an idea of how they contribute
- Are given clarity in their role
- Have a clear leader





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6. How to develop your strategy to spend less time fire-fighting



Time management

**Focus on the important
rather than the urgent**





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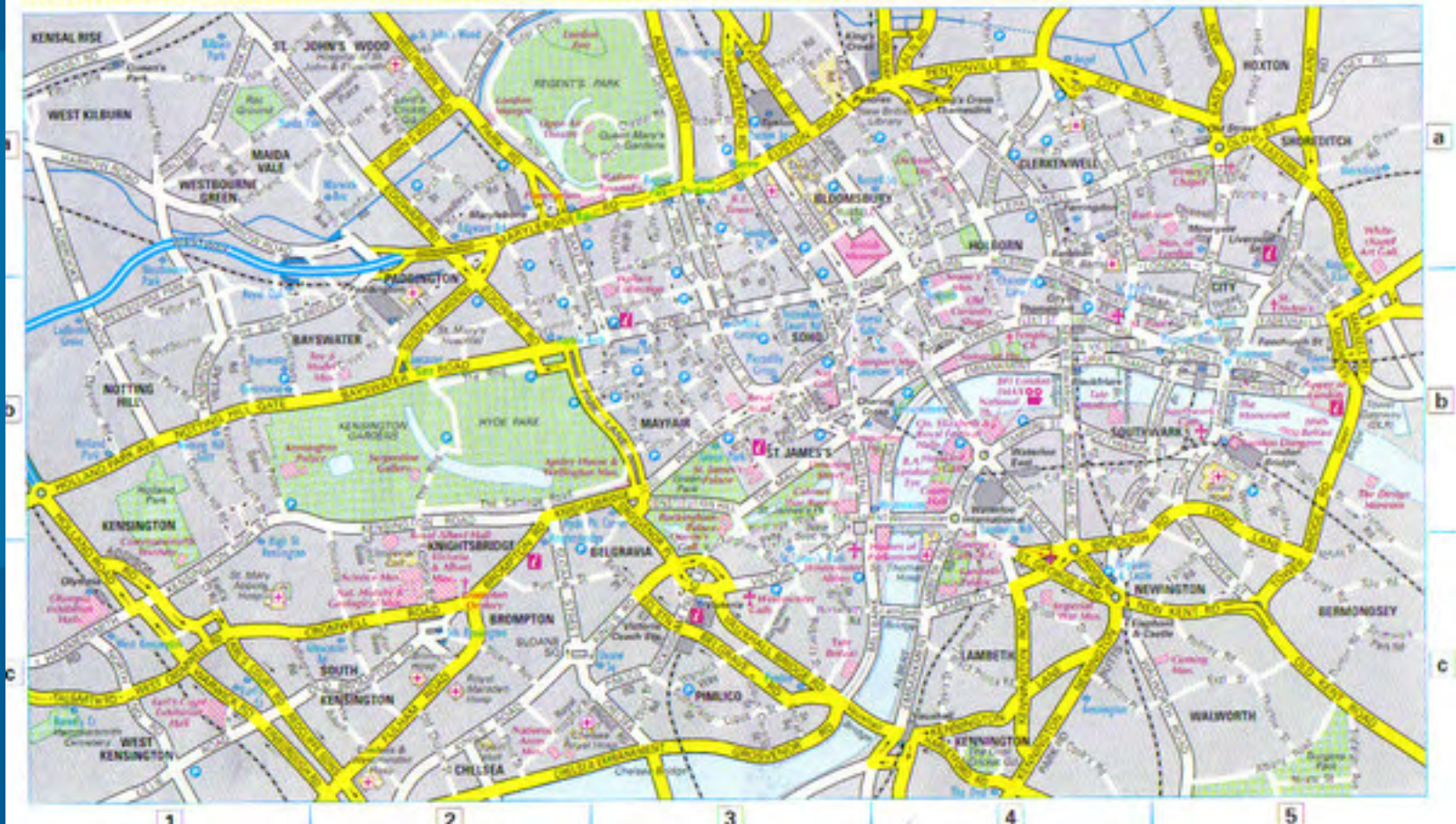
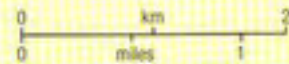
First thing is to know where you and the business are going





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What is needed

- **Longer term vision**
- **A plan**
- **Tools to measuring success**



7. What the key attributes of a leader are and how to develop them



- 1. Provide purpose – set the direction**
- 2. Make sure there is a plan – develop it**
- 3. Build a team – identify strengths, delegate**
- 4. Develop the team members – training, coaching**



5. Encourage self management – agree clear objectives
6. Consider what motivates your team – thanks
7. Monitor but don't over manage – regular review



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Your personal development

- **Allow time – work on, not in**
- **Seek external help / advice – training, coaching, seminars**
- **Consider good practice – what works elsewhere**



We have covered:

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- **How to identify what you do best**
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- **How to get the best performance from your staff**
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What challenges can you take forward as actions?



Any Questions?



THE END

