



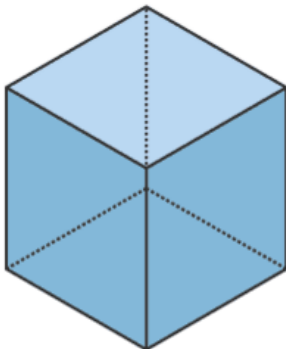
# MONDAY MOTIVATOR

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CORPORATE EDUCATION FOR MANAGEMENT, SALES, CRM

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This is our 28<sup>th</sup> edition of The Monday Motivator. When we started this project 7 months ago we did not expect overwhelming acceptance and interest. We thought it might just be yet another document that people would see as distracting and not worth time to look over. We were wrong. Many have asked if they can share it with their contacts and we have no issue with that. One requested topic has been requested many times and here it is; Management. In this edition we are calling this MANAGEMENT 601.



If you have ever heard the expression “Think outside the box,” you’ll appreciate our focus on this topic. Most managers tell us they have a hard time just managing the box! As it happens Performance Strategies, Inc. offers a management training program called just that; “Managing the Box.” In this document we’re going to examine the six sides of the box and identify the six most important groups of focus and responsibility most managers deal with. Management is all about planning, organizing, influencing and controlling and it begins inside the box. A box has six sides and we’re going keep it simple and just call them sides 1 through 6.

The box can represent a store, a group of stores, a service office or a group of service offices. It can also represent a local, regional, national or even a global enterprise.

Management encompasses a lot of different responsibilities. Certainly vision, marketing, sales, planning, teamwork, leadership, operations, and reporting are included and the list goes on. In the table on the next page we have sorted out the various focus points. Our document won’t



include every consideration so you can add others as you think of them. During our management training programs we cover these and many other related topics.

<b>Side 1</b>	Mission, goals, purpose, focus, planning, strategy, culture
<b>Side 2</b>	Operations, process, quality control, efficiencies, merchandising, customer retention
<b>Side 3</b>	Staffing, training, coaching, motivation, compensation, staff communications
<b>Side 4</b>	Marketing, sales, advertising, positioning, promotion, campaigns, online activities
<b>Side 5</b>	Finance, reporting, forecasting, budgets, performance metrics, market share
<b>Side 6</b>	Personal development, managerial and industry sector knowledge, change adaptation

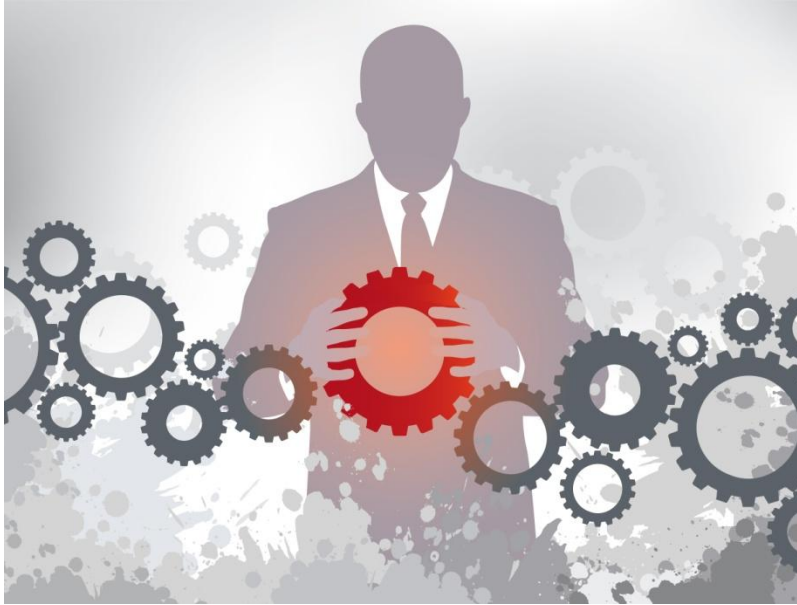


By understanding what it takes to manage a situation, a mission, vision, objective or team purpose the manager must have both the ability and the willingness to support others to achieve success. There is no order intended here to indicate which side is more important than the others.

**Let's look at side 1:** Mission, goals, purpose, focus, planning, strategy and culture. What is the main mission of the business? Yes it's to earn a profit but what else? What are the goals of the business? Remember that it does not matter whether we're talking about a single store or 30 or 300 of them; what matters most is the mission. This includes everyone knowing and agreeing to the purpose, the strategy for achieving it and the planning to make it happen. Along with many other considerations, we end up with what is referred to as the "culture" of a company.



Perhaps one of the more important considerations here is the issue of metrics analysis and reporting. One software company we have worked with required a very integrated reporting structure that depended on performance metrics analysis on a weekly basis. We ended up creating a unique way to provide performance feedback to the field sales teams as well as company management. This led to improved sales because everyone knew where they stood every seven days. Accountability was a key function of the field sales and training staff, so looking proper on the weekly report was important. Business plan goals and objectives were achieved at this level.



**And finally, side 6:** This side of the box is all about personal development, managerial and industry sector knowledge, change adaptation and self-awareness. Managers are just as vulnerable as anyone else to change in their own industry. The ability to stay on top of trends, new developments and the ever advancing technology of any industry is an important side of the box. In fact, it's as important as any of the other five sides.

In summary, management is critical to the successful operation of any enterprise, no matter whether we're talking about making cupcakes or eighty story skyscrapers. Without it someone would eventually have to assume the duties of a coordinator to keep moving parts working in unison. We're open to your views on the responsibilities of a manager so feel free to send us an E Mail and let us know what you think.

Links to additional information on this topic can be found here:

<http://www.leadersdirect.com/what-is-management> or  
<https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=books%20on%20management>

Until next time I'm Will Robertson sending you good wishes from all of us here at Performance Strategies, Inc. / Corporate Training Consulting Group.

For booking Mr. Robertson or any of our associates as a speaker, trainer, consultant or coach, call us at 1-800-242-1900 or E Mail us at [prospeaker@cox.net](mailto:prospeaker@cox.net).

