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Barriers to Growth

- ◆ Overcoming negative behavior

Past Issues

Think as a Customer

- ◆ Key to becoming a partner

Sales Performance

- ◆ An equal measure of expectation and accountability

Making the Correct Decision

- ◆ The customer is served; the company is not put at risk

Performance Management

- ◆ Expectations and needs, the cornerstone to significant growth

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I send this letter out to all my clients as a reminder to address the basic questions and issues on a regular basis. If you'd like more information about this topic, or would like to receive this letter electronically, contact me at:

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Overcoming Barriers to Change

“Growth demands a temporary surrender of security.” *Gail Sheehey*

The Scenario: Business owner desires change

- ◆ Owner has developed a clear picture of the organization's future state.
- ◆ Presents a compelling story of where the organization will go, why it must get there, and how everyone will benefit once the organization arrives at the destination.
- ◆ Conducts structured meetings focused on reinforcing the need for change; to improve communication; to maintain momentum; to grow profitably.
- ◆ Creates specific actions needed to get the results anticipated; actions are committed to and are tied to specific dates for completion.

The Barrier: Negative Behavior

- ◆ The level of frustration is increasing as one or two key individuals are constantly putting up roadblocks and responding negatively. Their behavior is draining the energy from the rest of the organization.

Overcoming negative behavior:

Three steps to keeping yourself on track and preventing a derailment from occurring:

1. You live in a state of objective reality: you have accurate data that represents your organization's current state; there is no denying your current situation.
2. Create a vivid detailed picture of your future desired state; take note of your emotions, your level of excitement and energy should increase as you contemplate your future.
3. Ask yourself how important is achieving this future state to your success. Remember you live in a state of objective reality.

Knowing the importance of achieving your desired state will create a sense of urgency and maintain your level of enthusiasm and commitment. The higher your energy level the less likely to be derailed by the “blocking” individual.

Finally:

Understand that you cannot motivate anyone to do something the individual is unwilling to do themselves. It is up to the individual to become motivated. Their lack of motivation must not stop you from holding them responsible for achieving results; hold tight to your expectations and accountabilities. Your objective reality, your vision, and your excitement will provide you the energy to keep this individual on task and prevent you from accepting their disclaimers for avoiding change. Remember, these are the critical activities in the process of fulfilling your future vision. Overtime, one of two outcomes will occur: 1. the individual will share your vision, become fully engaged and motivated to contribute, fulfilling your expectations; or 2. you will move beyond them, finding a more aligned individual to fulfill the role. In either case, you have remained true to your vision, maintained a level of urgency knowing that these actions are critical to the success of your organization. You have created movement; you have removed the barrier and are moving again toward your vision of your company in the future.

PS: For an overview of our services, please visit our enhanced website, www.flinnassociates.com .