

Brilliant on the Basics

Key Management Strategies



Vision/Clarity/Structure

- An 'A' leader is a man or a woman with a vision, and the ability to
 - articulate that vision so powerfully and vividly that it becomes the
 - vision of the team!

4 Focus Areas

- Results: This is the key role of management... to get positive results (The team, not the manager)
- Solution: Management must focus on solutions... rather than the three 'C's, (condemn-criticize-complain). The rewards are for finding the solutions, not for identifying the problems
- Action: A great manager doesn't just talk about it... they take immediate and consistent action
- Measure: What gets measured gets done!

Quarterly Goals

- Dollars
- New Accounts
- Customer Visits (established and prospective)
- Boxes or Bunches on Standing Order
- Number of daily contacts (overall and unique)
- Gross Margin %

Meetings

- Start every day with a team meeting (each department... each shift)
- Impact Meetings... A weekly check-up from the neck up (and an opportunity for great dialogue)

Training

- Every great individual or team shares a common characteristic... they train on a regular basis
- This is a 'MUST' for every company that wants to succeed and prosper in this very competitive global market
- 80% of the companies in America do little or no training other than product training

People

“The team with the best players wins.”

- You have a responsibility as a manager to make sure you have the best people to make your vision a reality
- Interview all year long... even if you don't have an empty seat
- Interview at least three times
- Involve team members in at least one of the interviews
- Have the candidate spend a minimum of one hour wandering about
- The 5 E's and the 1 P

zero based analysis

- Review all functions of your company, all employees, and all vendors
- Ask yourself this question: “Knowing what I know today, would I hire ‘XYZ’ tomorrow
- If the answer is “No”, then you must ask yourself if this can be corrected through training or education. If that answer is “Yes’, then do so immediately to protect your investment. If the answer is still “No”, dehire them as quickly as possible
- Do this every quarter
- Remember... The best time to let somebody go is usually the first time you think about it

Praise-Recognition-Discipline

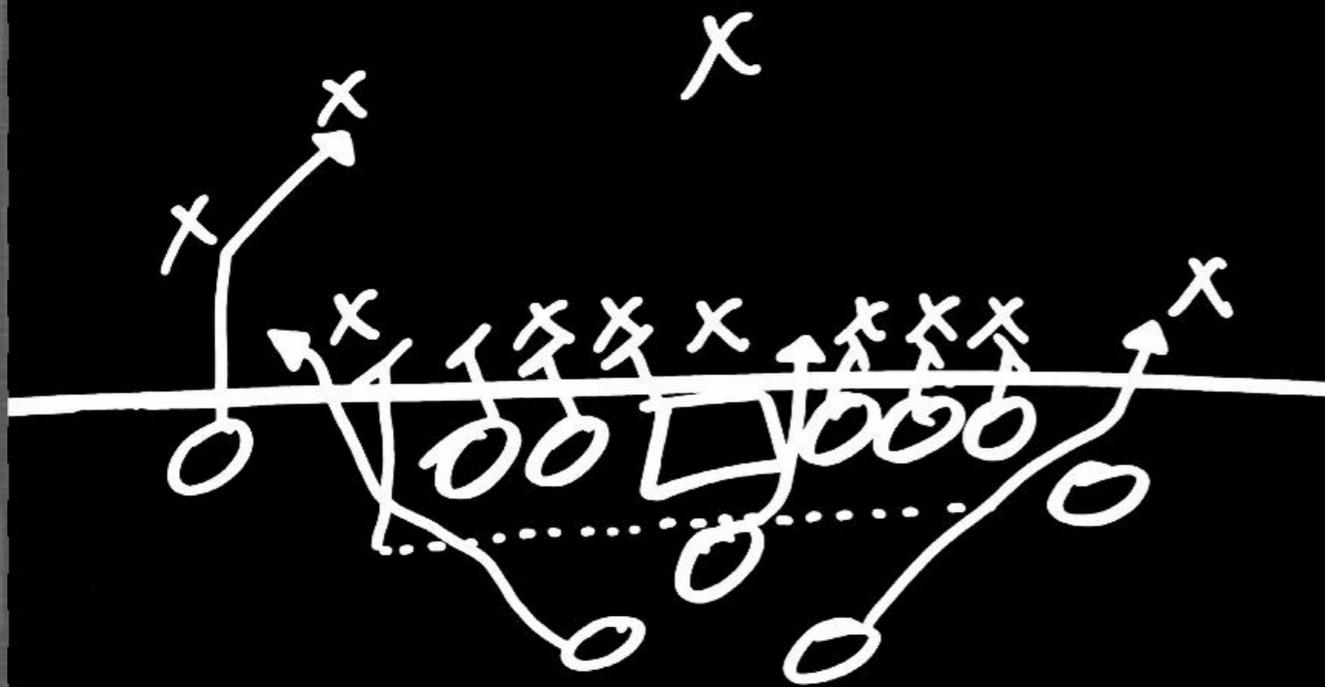
- Catch people doing things “right”
- Praise them publicly
- Criticize in private
 - Let them know you expect more from them
 - Determine what needs to change... and by when

Number 1 rule of management

- Inspect What You Expect

BRILLIANT ON THE **BASICS**

A Playbook for Business Leaders



BARRY GOTTLIEB

www.barrygottlieb.com

barry.tgit@gmail.com