

3 DECISIONS
YOU CAN MAKE
TODAY TO



RELAX



ON THE BEACH
TOMORROW

You got into business so you could follow your vision

**grow your business and gain the freedom
to live the life you want.**

The problem? You spend most days knee-deep in the day-to-day issues, unable to focus ahead, much less any take time off.

The thing is, you'd get away if you could trust the people you leave in charge could run the business like you would. Unfortunately, many businesses lack planning, focus and execution.

So what can you do?

Let's get started.

01 SET CORE VALUES AND VISION

Companies that execute on values and vision have more energy and momentum, better retention, less dysfunction and symptomatic problems. Values and vision give businesses a reference point and way to resolve issues. Still, most organizations don't have them. An example? Enron. Just ask those guys how things worked out – their demise is evidence they made decisions in the moment rather than on values and long-term vision.

CORE VALUES: They define your culture, serve as the underlying foundation and character of your business and help you attract and retain the right people. They define you and what you care about and it's ultimately your responsibility to perpetuate the values across your organization. You should identify 3-7 core values and keep them simple. One of my clients has the following Core Values:

- Make a Difference
- Be Grateful
- Live Courageously
- Serve Others

Your core values do the heavy hitting. You hire, recognize, reward, celebrate and occasionally terminate people based on whether they live your core values or not. These values guide the way you do business, provide a standard to uphold and lead you through tough situations. In turn, you operate more efficiently. Just keep them simple and easy to remember as they'll be your anchor when times get rough.

WORKSHEET

IDENTIFY YOUR BEST 3 PEOPLE (YOU KNOW YOU HAVE 'EM)

WHAT ARE THEIR TOP 3 CHARACTERISTICS?

OF THE 6-9 CHARACTERISTICS, WHICH 5 BEST DEFINE YOUR COMPANY?

02 RIGHT PEOPLE RIGHT SEATS

RIGHT PEOPLE

Once you've defined your core values, you'll use them to attract and retain the "right people." Put simply, if their values fit your values, they'll be successful in your organization. This has nothing to do with right skill set. Most people can be trained in skills. Values? Those are another story. Because your core values are non-negotiable, if somebody doesn't embody them, it's usually time to part ways. It's time to give them the gift of success in another organization.

RIGHT SEATS

How can employee knows what success looks like? By defining the seat they sit in and the five roles and responsibilities they must pursue every day to be successful. By first creating a functional blueprint and clearly defining each seat, you avoid confusion and blame.

Right people in the right seats – you have to have both.

WORKSHEET

WRITE OUT THE SEATS AND THE PEOPLE CURRENTLY SITTING IN THEM

OUTLINE 5 ROLES AND RESPONSIBILITIES TO CREATE CLEAR EXPECTATIONS

FILTER EACH PERSON THROUGH YOUR CORE VALUES
1) ARE THEY THE RIGHT FIT FOR YOUR ORGANIZATION?
2) DO THEY MATCH UP WITH THE STEAT'S ROLES AND RESPONSIBILITIES?

03 RIP OFF DUCT TAPE AND FIX ISSUES

Once your vision and values are clear and you have the right people in the right seats, the real issues will come right up to the surface. These are the roadblocks, potholes and challenges that nip at your heels and you never seem to get them completely solved. As crazy it sounds, there's a simple solution to solving issues: a) make a list, and b) solve them.

IDENTIFY YOUR ISSUES

Make a list. An issue can be a concern, problem, or obstacle but it can also be an idea or an opportunity.

DISCUSS ALL POSSIBLE ISSUES

You and your team need to speak openly so you can begin to solve the issue. Ask questions that help you get to the core of what's causing the issue. Everyone needs to voice their thoughts for the greater good of the company.

SOLVE

Pick an action, assign an owner and give it a due date. As General Patton said, "A good plan violently executed today is better than a great plan tomorrow."

The last step? To ensure those actions happen. When the action is due, the owner publicly acknowledges that it's done. Peer pressure drives accountability – no one wants to come back to their team saying, "I didn't get it done."

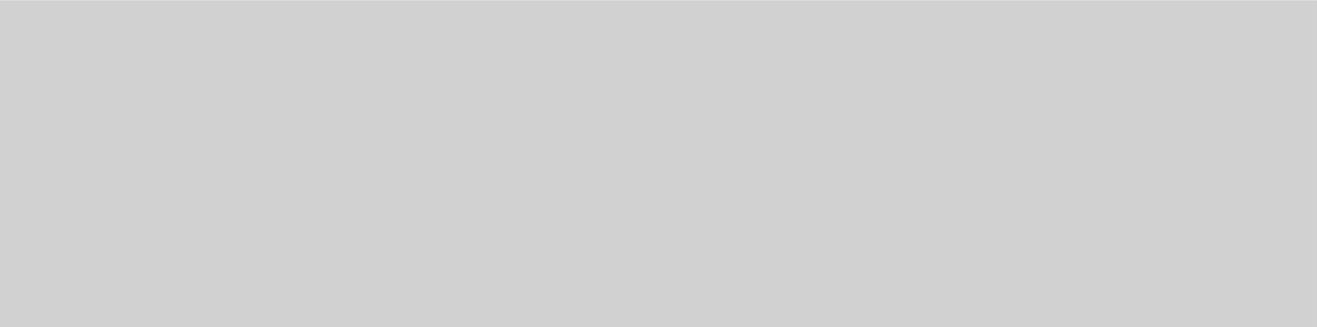
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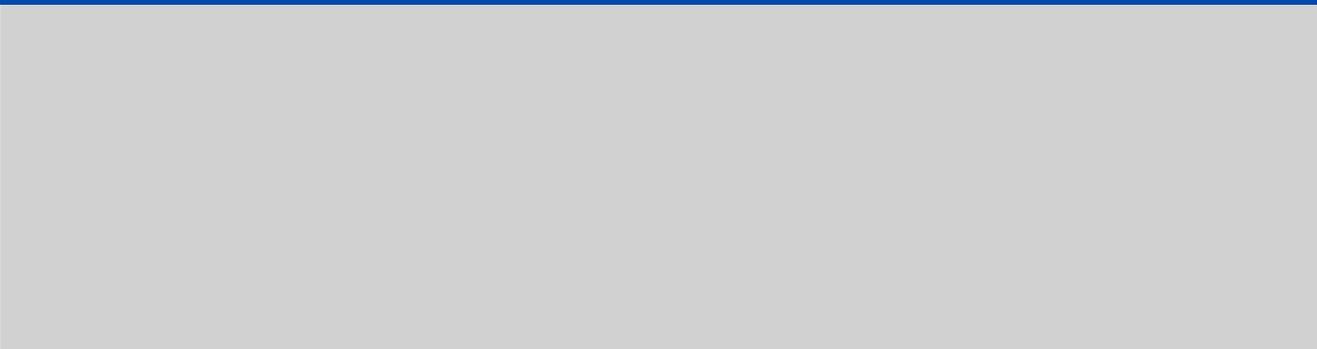
LIST THE ISSUE



CAPTURE THE ACTION



ASSIGN AN OWNER AND A DUE DATE



REALIZE YOUR VISION

Now that your vision & values are clear, you have the right people in the right seats, and you're solving the most important issues once and for all, you've created a path to faster growth, more profit, and realize your vision.

It's time to pack your beach bag, grab your boat drink and live the life of your dreams.

You may get stuck in this process, so I'm here to support you in any way. Please schedule a call if I can help you create your core values and vision or provide ideas on how to best implement it in your organization.

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[Schedule Your Call](#)

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