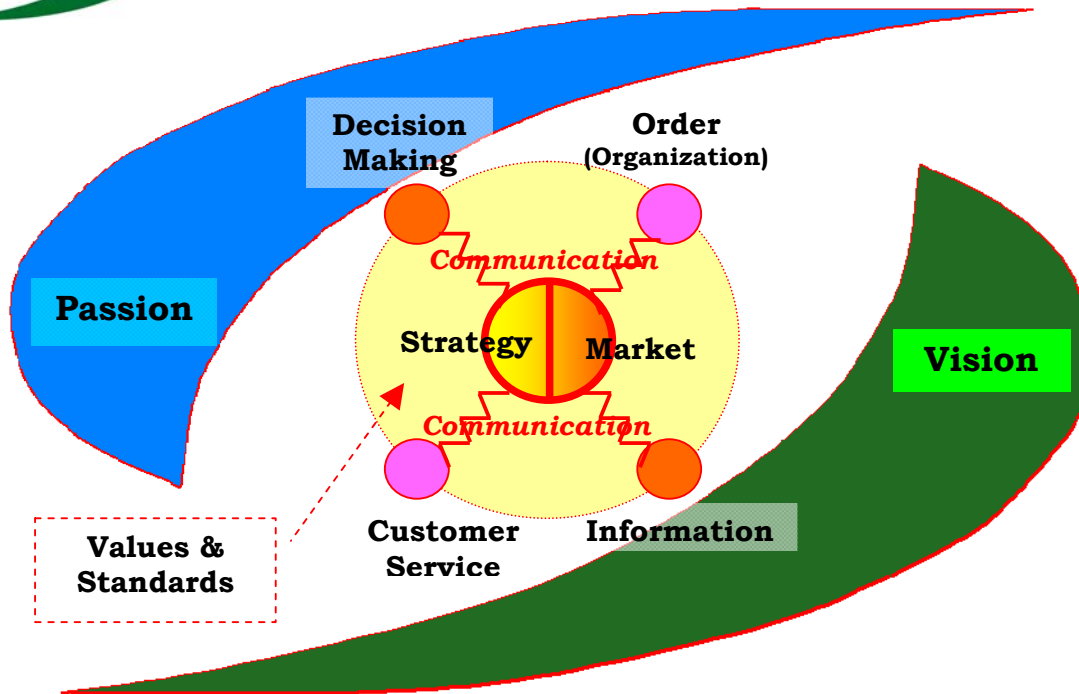




# “The Enterpriser” (Atomic Leadership)



**When you solve the People Problems, Most of the Other Problems Disappear!**

**LEADERSHIP** - Never lose sight of your goals – get others excited with that goal (Surround yourself with competent people) – Vision & Passion (Head and Heart)

**PEOPLE** – It is all about people and people are all different. – (This is what makes Leadership difficult)

**VISION** – “Begin with the end in mind” - “Imagination is more important than knowledge” – Foresight, Creative Thinking, Targets, Flexibility.

**PASSION** – “Yes, Yes, Yes” - “Some men see things as they are and say why. I dream of things that never were and say why not” - Feeling, Motivating, Praise, Trust, Belief, Excitement.

**STRATEGY** – “90% of Strategy is Execution” – Continually Allow for Change (Learning), Strategic & Business Planning, Finance, Products, Manning & Structure; Management Style, Productivity, Organizational Culture. (Hands – ‘the doing of Vision and Passion)

**MARKET (Customers)** – “Nothing astonishes men so much as common sense and plain dealing” - Defining the Market, Marketing, Selling, Advertising, Distribution, Packaging, Merchandising, Internal & External Customers, Image.

**ORGANIZATION** – “Disorganization is the opposite to calm - it creates chaos, demands attention, and constantly reminds you of all that remains to be done. Creating order gives you the space to be calm.” Organizing Self, Organizing Others, Prioritizing, Delegating, Operational Systems, Time Management.

**INFORMATION - RECORDS** – “Keeping score” – “When good people are given good information they typically make good decisions.” - Information Flow, Data Collection, Trending, Financial Records (Cash flow, Profit & Loss Statement, Balance Sheet), Use of Technology.

**DECISION-MAKING** – “The only man who never makes a mistake is the man who never does anything” - Problem Solving, Authority Levels, Responsibility, Accountability, Initiative, Analytical Ability, Interactive Listening.

**COMMUNICATION - NETWORK** – “90% of Execution is Communication” – “Tell everyone about everything that matters to you and to them” - Feedback, Meetings, Diplomacy, Protocol, Negotiation, Report Writing, Presentation Techniques, Communication media. Networking

**CUSTOMER SERVICE** – “Very few customer expectations are unreasonable” - Relationship building, Dimensions of Service, Policy, Efficiency, Welcome and Greeting.

**VALUES & STANDARDS** – “There is no right way to do a wrong thing” - Core values, Trust, Discipline, Policies, Competence, Lifelong Learning, Quality, Output Orientation, Environmental Conservation. Measurement