

**Make your business run more smoothly and profitably through a better management and leadership of the staff.
Learn how to prioritise the key issues affecting your business**

Your staff is at the center of your success or failure.

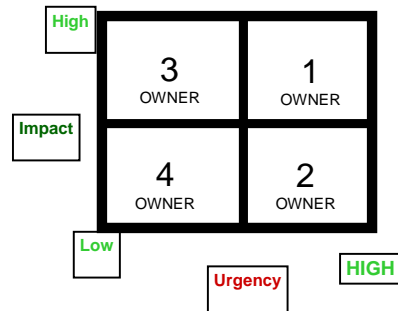
Many independent businesses evolve from the sole proprietor to an entrepreneur & then to a small and medium business. You must make those leaps effectively.

To make it work, have a clear written strategy and make sure your employees know it, understand it and share it. You can't grow your business if everyone is working in a different direction.

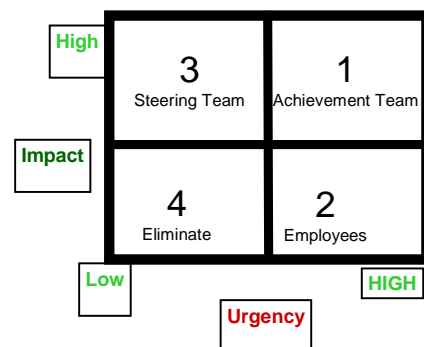


In many small organisations, the owner gets involved in everything. That prevents growth of course.

Today's Matrix: "who does what"



Tomorrow's Matrix: "Who does what"



The issue with many current is retailer is that the owner does everything or gets involved in everything. Growth is impossible. Matrix 1.

As time is a limited resource, you and your team will work on urgent things that are high and low impact. This is sometimes called crisis management or fire fighting.

Box no 1 is where fire fighters in your business work. These tasks are very important and often fighting against a deadline. This is why it is generally known as the stress box. Do you recognise it?

High Urgency – Low Impact – Box 2

This box requires immediate action and we cannot wait for the owner's action or intervention. Customer service is an important aspect to any business. The customer perceives service as the company doing the right thing, doing it quickly AND doing it instinctively. When a customer makes a complaint, there is no time to wait for the employee to check with a manager and getting the response, you lose the aspects of speed and instinctive. You may do the right thing by the customer but you are not providing the best in customer service in the eyes of the customer. Speed is critical so there is no time to efficiently get with the manager and the owner to make a decision. The employee should be empowered to handle this issue on the spot.

High Urgency – High Impact – Box 1

This box requires that an Achievement Team (AT) or the owner/leader to have an input.

But the most effective way is for the Achievement team to handle it without ever getting to the owner.

The AT is like a Departmental Team which could be composed of a Department Manager, Store Manager, finance director ...

Example of issues :

Customer Service Dept : percentage of returns is growing



Low Urgency – Low Impact – Box 4 – Just eliminate

Our time is counted so if the tasks do not relate to the vision or goals of the company, it has to be eliminated.

Low Urgency – High Impact – Box 3

Box no 3 and 4 produce the ever lengthening TO DO List. These are the things that are not urgent so they can be put off. These are the things that pile up on your desk.

Ideally where people should work is in box no 3 i.e. on things that are high impact to the business but have not yet become urgent. This allows sufficient time and planning and allows for better decisions to be made. The problem is that every time you start to focus on these, box 1 and 2 issues happen and you attend to those first.

The list of box 3 and 4 items are what you normally interpret as “I am too busy” to take on another box 3 item.

By setting up a steering team and showing them how to focus on the box three items and get them accomplished, you will obtain tremendous benefits to your business. High impact issue will get successfully accomplished.

Example: Making large investments, selecting key partners which can make a project succeed or fail, opening a new boutique, buying an EPOS system ...

The 2 key obstacles to getting the matrix to work are

- the owner not willing and knowing how to let go

- the empowering of the achievement team and employees
- Empowering people does mean that
- you have defined what you wanted
 - you have a strategy
 - you communicate and train people
 - you measure
 - you have budgets

Do not delegate without empowering!
Allow people to make mistakes.

What are you doing to teach others how to do what you are doing every day?

You **success** will come from having **clarity and vision, motivation, teamwork and measurement and accountability.**

Thank you and enjoy *,

Thierry BAYLE
+44 7939 250 381

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MANAGEMENT ONE®

Tel: +44 20 8576 6233

Email: retail@managementoneuk.com

www.managementoneuk.com