



Business

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Influences!
Provocative * Informative * Pertinent

Chamber Report & 2018 Review™

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Your inside track to inform your contemporary business issues!

Q1 2019 • Issues Published Bi-Monthly by Positive Potentials LLC

Dear Chamber Program Director,

Please enjoy the enclosed summary paper entitled *Positive Potentials Business Revelations Report from 2018*. Findings represent a cross section of businesses that I researched in 2018. These are examples of what businesses neglected or ignored, consciously or not, and did not stop long enough to do an honest assessment or take corrective action in their businesses.

The following sampler topics cover any business, large or small, and represent chosen areas that I know can be remedied within 180 days. The complete report is available as a download for annual report subscribers. [Easily subscribe here](#): You may share this link with all your members, and they can individually subscribe.



Sample types of companies reviewed and areas of discovery:

- Real estate offices
- Home healthcare providers
- Hospitality like hotels and catering
- Restaurants
- Medical practices
- Hospitals
- Insurance offices
- Franchises
- Personal services, salons
- Retail
- Government services
- Creative outlets (like beauty salons and interior design studios)
- Schools—public and private

Here is where your members can benefit most. Identify which ones resemble your company. Next, check the boxes, then [schedule](#) a short, information-gathering meeting—I will respectfully guard your time.

Mission Critical Areas

These mission critical areas cost thousands in revenue, time, and stress on team members. Ignore them at your own risk.

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Leaders from local Chambers share with me they want to add as much certainty and remove fear of the unknown from their members. So, Chambers receive courtesy pricing after the initial review for coaching and facilitation for Chamber members. Also, available are a full review and assessment report on your members' current business or marketing plans.



General observations

- Up to five generations working in the same company.
- Lack of focus connected to overall mission.
- Focus on wrong things with no priorities
- Poor transmission of directions
- Lack of focus and deep knowledge to draw upon as resource
- Too much focus on “get the job done” no matter the cost
- Unintended impacts due to poor planning
- Waste—do overs
- Lack of supervision
- Poor attitudes toward work with no purpose



Leadership

- Already knows everything, one way
- Disconnect from frontline
- Poor communication skills
- Lack of “soft skills”



Behaviors

- What is exhibited?
- What is rewarded?



Culture

- How does company acculturation occurs.
 - Shared experiences
 - Unilateral view of the organization
- Threatening environment, ripe for harassment.
- Competitive rather than collaborative.
- Rigid rules based on authority rather than agility.
- Evident code of conduct embedded in the mission statement.



Company Actions

- Customer care
- Employee satisfaction metrics and methods
- Employee engagement metrics and methods
 - Time for fun, shared experiences



Training

- Poor onboarding focused on filling out forms rather than imparting company knowledge.
 - Micro learning
 - Gamification
 - Stress collaboration
 - Cross training
- Lack of micro-learning opportunities
- Community involvement



Where is urgency created?

- False deadlines
- Political posturing
- Poor feedback or lack of such mechanisms



Planning

- Lack of purposeful personal path within the company.
- Lack of access or reference to strategic plan.
- Disconnect between task and plan.
- Gaps in processes, non-adherence to operating procedures.
- No concrete succession plan:
 - Based on politics rather than merit.
 - No process in place to identify future talent.
 - No process or lack of awareness of process.
- No evidence of business resumption plan in case of disaster.



Process Flow

- How work is structured
- Time to think
- Time to collaborate
- Rigid rules
- Clear and transparent SOP (Standards)
- Logistics
- Equipment placement



Cultural Landmarks

- Knowledge transfer
- Shared Tribal knowledge



Communications

- Too much reliance on automation.
- Complicated phone messages
- People too long on hold.
- Flimsy follow up process and accountability.
- Inbound calls are answered before prepared to serve the caller.
- “No problem” response rather than "You're welcome" especially to older customers.
- Intra-company dispersion—how other departments relate to each other's mandates.
 - Responsiveness—How to measure?
 - Rings
 - Calls
 - Correspondence
 - Redemption rates
- Lack of sustainability practices
- Social media
 - Messages
 - Presence
 - Monitoring
 - Reputation awareness



Recommended Positive Potentials' Resolutions:

- Reset—set a new “launch” date so everyone begins in the same place.
- Introduce micro-learning and scenarios.
- Cross training
- Develops empathy
- Awareness of others' positions
- Take the Baldrige Express assessment as guidelines for your plan.



Next steps and recommendations—[subscribe here](#) for your complimentary modules.

- Part 2 Behaviors
- Part 3 Actions
- Part 4 Planning
- Part 5 Culture
- Part 6 Flow
- Part 7 Employee Engagement
- Part 8 Communications
- Part 9 Responsiveness
- Part 10 Resolutions & Results—Based on Baldrige Principles

Select two items you hear about from your members and would like to address from your check boxes above. We can arrange a presentation around that. Send an email to mcubas@positivepotentials.com with your choices.

1.

2.



Within larger companies, managers can benefit from this analysis as a pilot program. They can present their findings to senior management and affect positive change.

As we open 2019, I encourage you to share the enclosed entrepreneurial development tool with your members. In this unpredictable political and commercial environment, leaders must create their own stability—a steering mechanism, a rudder—to keep the strategic plan on course.

Your feedback and comments are welcome. For subscribers who respond will receive an hour of complimentary business coaching personally from me.



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Best regards,

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