

THE DONALD COOPER CORPORATION

Speaking and coaching internationally on management, marketing and profitability



Management tool #B-31:©

3 simple tips for more effective implementation:

'Businesses don't die from a single shot to the head. They die slowly but surely from a thousand uncompleted tasks.' ...Donald Cooper

Ineffective implementation is one of the biggest challenges in many businesses today. We have ideas, we have goals and targets and set deadlines...but stuff doesn't get done.

Based on my years of business coaching around the world, here are 3 tips on how to implement more effectively:

1. **Involve your team** in the process of analysis, decision making and implementation. Listen to them. They know stuff...and they hate it when you don't ask. When you don't ask for their ideas, they assume that you don't care...and if you don't care, why should they? By asking and listening you'll get more and better ideas, you'll honour them, reduce turnover and improve commitment. You'll also find out who 'gets it' and, therefore, who might be promotable.
2. **Create a culture of urgency and accountability.** Never talk about 'goals, targets, aims and objectives.' These are weak and wishy-washy words that leave way too much wiggle room to not perform. Talk about '**commitments**'. Commitments to customers, to our team, to safety, to integrity, to world-class operating efficiency, to the bottom line, to the planet and to our community. When we change our language, we change our culture. Without individual and team 'commitments', there can be no urgency and no accountability.

When assigning a task to someone, always ask this simple question, "*By when can we agree that this will be completed?*" These 10 words change everything. Negotiate a commitment date, document it and follow up. You'll quickly find out who has the smarts and drive to get things done...and who doesn't.

3. **Get specific.** For each project or initiative that you and your team commit to implement, get specific about and carefully document the following:
 1. what action will be taken,
 2. by whom,
 3. by when,
 4. with what result...measured how,
 5. at what cost (the budget),
 6. rewarded how?
 7. finally, who will follow up, at what agreed intervals, to make sure that progress is being made?

So, there you have it. Three tips to more effective implementation. How will you use these to get more done in your business or department?

Note: For important tips on more effective delegation, see Biz Tool #B-26.

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