

“FOUR STRATEGIES TO *ENERGIZE* YOUR BUSINESS AND *THRIVE* IN THE RECOVERY”

Presented by:

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www.energizegrowth.com



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Today's Outcomes

- Confront common resistance to growth planning
- Think differently from your competitors
- Exceed higher goals
- Take actions to *EnergizeGrowth*® NOW

Squeeze Play



YOUR COMPANY

- Increased “channel chatter”
- Inconsistent branding & messages
- Do more with less talent

YOUR CUSTOMERS

- Overworked
- Crave simplicity
- Changing priorities & power

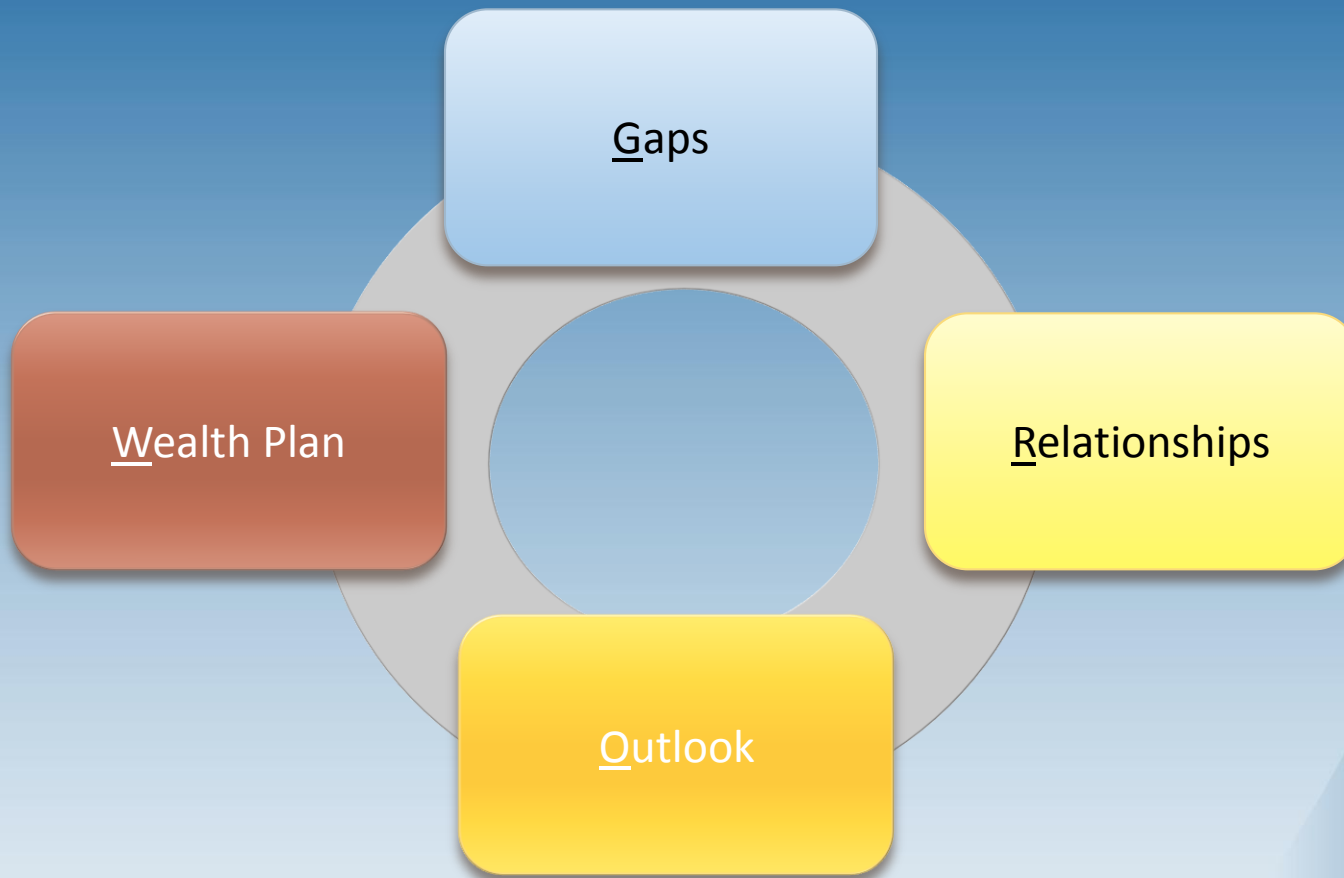
THE ECONOMY

- Increased labor & materials costs
- Cash stockpiles (\$1.84T in U.S)*
- Tighter credit

* Source: *The Wall Street Journal*, 7/20/2010

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EnergizeGrowth[®] NOW: GROW Formula



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Gaps

1. Lack of a written, easy to understand plan
2. Limiting beliefs



“The Beast loves to take dreams and turn them into nightmares.”
-- Daryl Conner, Author, *“Managing at the Speed of Change”*

Questions to Manage the Beast

1. What is a specific result you want that you don't have now?
2. How are you behaving when you are being that way?
3. If it were impossible to be that way, who would you prefer to be instead?
4. What kind of actions and results could those ways of being produce for you?
5. Who do you choose to be? *"Who I choose to be is..."*
6. What is the first action you will take that expresses that way of being, and that will move you towards your desired result?

Source: Robert Middleton, www.actionplan.com inspired by www.thework.com

Quick Poll

Polling Question: We have a process for taming the Beast in our organization.

- a. Yes
- b. No, we ignore the Beast.
- c. We have no Beasts lurking.



Create New Beliefs



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Relationships

- Tighten your **professional standards**
- Explore **odd collaborations to foster breakthroughs**
- **Create communities** where your clients can EVANGELIZE

Building a breakthrough business

	Competitive (no distinguishable characteristics)	Distinctive (a few things make your company unique)	Breakthrough Dominance (nobody else does what we do)
Product (tangible)			
Service (intangible)			
Relationship			

Source: Alan Weiss, www.summitconsulting.com

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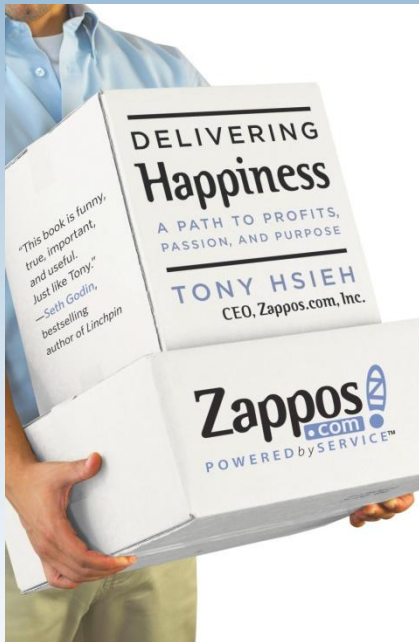
Building a breakthrough business

	Competitive (no distinguishable characteristics)	Distinctive (a few things make your company unique)	Breakthrough Dominance (nobody else does what we do)
Product (tangible)	credit cards		
Service (intangible)	Most ISPs		
Relationship		Success fees 	120,000 in fan club

Starcite's Breakthrough Service Strategy



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 - Zappos Blogs
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 - Zappos Community Involvement
 - Zappos Life Coach - Dr. Vik
-
- Zappos Library
 - Zappos Gear
-
- Zappos Furry Customers
 - Zappos Customers-In-Training

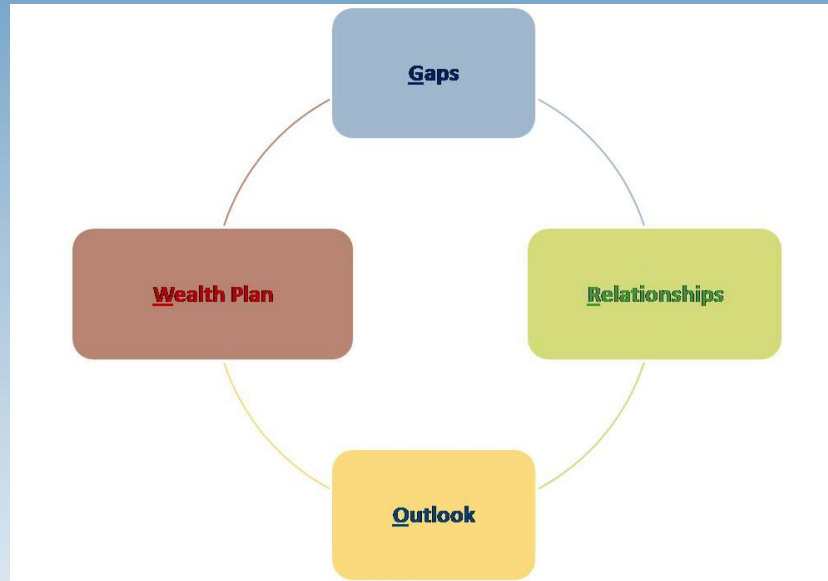
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Outlook

- **Inspired or Tired?** (Attitude)
- **Partner or Parasite?** (Roles)
- **Informed or Inundated?** (Input)



Wealth Plan

- New “Wealth Quotient” definitions
- Include leading indicators on your dashboard

Beryl's Dashboard



		Develop a technology vision	Implement product ownership and management philosophy	Improve internal business processes	Improve internal training	Aggressively manage the Beryl Brand
Customer Perspective	Create & implement the Beryl brand strategy					☹️
	Expand Beryl's strategic role with clients & the market					😊
	Achieve new product sales					☹️
	Leverage the Beryl Institute					☹️
Learning & Growth Perspective	Enhance learning & growth for call advisors			😊	😊	😊
	Enhance learning & growth for non-call advisors			😊	😊	😊
	Establish a Beryl on-boarding program			☹️	☹️	☹️
	Recruit new positions & talent	☹️	😊	😊		
Internal Business Processes	Develop a centralized implementation function		😊	😊		😊
	Develop a centralized QA function	☹️	☹️	☹️		☹️
	Develop a product management function		😊	😊		😊
	Develop a technology vision & strategy	☹️	☹️	☹️		
Financial Perspective	Maintain profitability	😊	😊	😊	😊	😊
	Increase revenue year over year	😊	😊	😊	😊	😊
	Keep the clients we have (retention)	😊	😊	😊	😊	😊

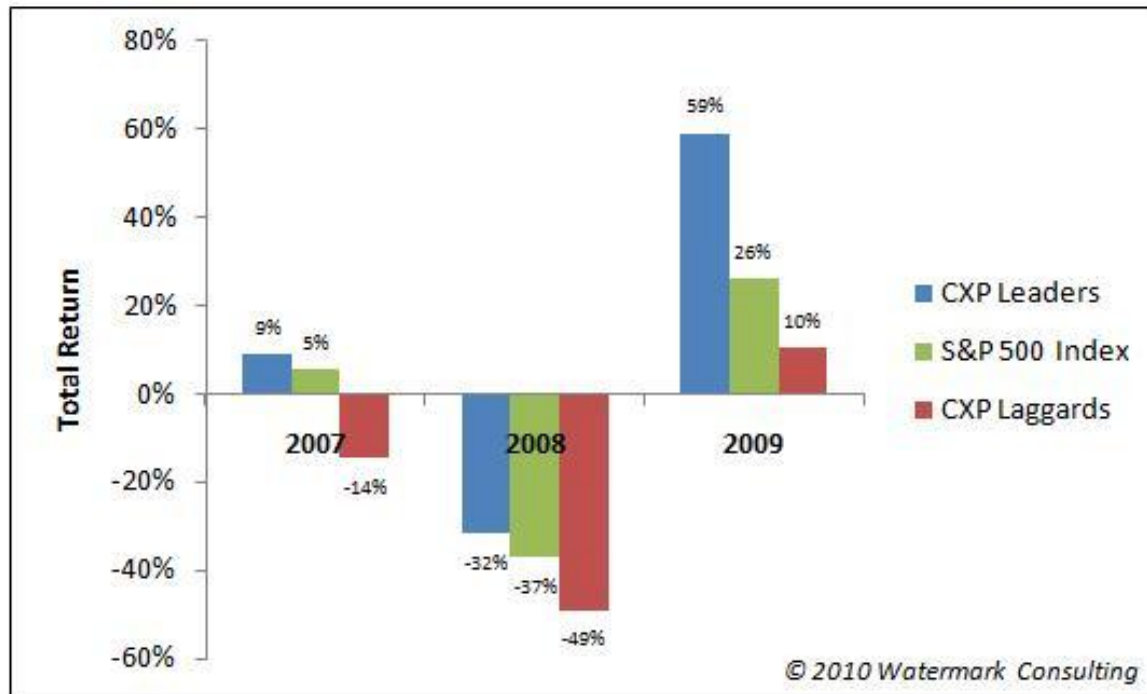
Used with permission, The Beryl Companies, 2008.

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Engage Your Customers to Validate Market Imperatives

Just How Powerful Are Great Customer Experiences?

Consider the stock performance of firms with the highest and lowest customer experience (CXP) ratings:



Join our community...and take action NOW

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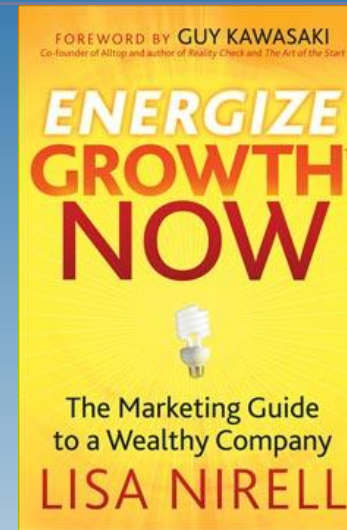
Download Your Scorecard™ and 4 Bonuses:

<http://www.energizegrowth.com/ideas11>

Blog: blog.energizegrowth.com

YouTube: www.youtube.com/user/energizegrowth

Web: www.energizegrowth.com



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Take Action Now!

1. **Complete** the Wealthy Company Scorecard™.
2. **Discuss** your score with an accountability partner.
3. **Commit** to one action step to address gaps.

Enjoy the Ride



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