

We at Better Execute are all about working side-by-side with business leaders and their management teams to develop the skills and disciplines necessary to effectively develop their companies. While every company and team is unique.

# THE FIVE PRIMARY DISCIPLINES OF BETTER EXECUTE'S PROVEN MANAGEMENT COACHING STRATEGY

01

DISCIPLINE

## PRACTICAL COMPANY PLANNING

### Alignment between stakeholders (owners/directors/managers)

Often there are verbal 'understandings' that do not remain clear between parties – especially over time. We highlight any unclear agreements or issues and get them resolved in a way that best supports the success of the company.

### Clarity on company direction and objectives

Company leaders need to have their heads in the clouds, feet on the ground and eyes straight ahead all at once. We accomplish this with compelling 5–10-year business goals that are followed by highly manageable quarterly objectives or 'rocks' that align with the longer-term plan.

### Simple Strategic Plan Socialised with Others

Every company needs a thoughtful and straightforward up to date 1 or 2-page plan that conveys the final objective, providing direction and purpose for all involved. This isn't a big fluffy corporate document; it allows your team to understand where the company is going and what core values and strategies will be used to get there. We help companies develop this concise document and push for its continued distribution and reinforcement throughout the company.

02

DISCIPLINE

## MANAGEMENT MEETING ACCOUNTABILITY

### Week-Over-Week Task Completion Management

It is easy for management teams to lose trust and accountability with one another if there isn't consistent follow up to ensure that all points discussed are then addressed and achieved.

### Quarterly Rock Completion Monitoring

A key component to moving companies forward is to identify key projects, or 'rocks' as business management authors call them. These rocks are then to be completed within the current quarter. Because rocks are longer and more complicated than tasks it is important to keep their progress visible throughout the quarter to be sure they are completed by the set deadline. We help companies identify, define and manage their key rocks to maximise their chance of completion and success by the end of the quarter.

### Issue Identification & Resolution Management

One of the most important aspects of weekly management meetings is to identify, discuss and resolve current important issues. We find most management teams don't feel comfortable raising all known issues, often trying to solve issues before the fundamental problem is identified. Solution strategies are left undocumented, and therefore unmonitored until the issue is fully resolved.

03

DISCIPLINE

## EFFECTIVE & SIMPLE COMPANY SCORECARD

### Correct KPI's by business department

Most departments have performance numbers that indicate how the company will be doing financially down the road. These are often referred to as Key Performance Indicators (KPI's). We help companies tease the best KPI's to include in the company scorecard.

### Right number of financial performance numbers

It is easy to get bogged down in financial reporting. The biggest issue is that most financial numbers are focused on past results rather than future indicators. They are important but should be used sparingly in order to keep the scorecard focused on where the company is headed rather than where it has been.

### Scorecard Reporting by Specific Owners

We help management team members take ownership of their team's performance by them reporting their scorecard numbers each week. This may seem self-evident, but it is not often done well within SMB management teams. We help solve whatever issues stand in the way of this strategy being implemented successfully.

04

DISCIPLINE

## ACCOUNTABILITY CHART OVER ORG CHART

### Accurate Company Structure

Step one in this process is to get the right responsibilities and deliverables by position. Deliverables can vary greatly amongst positions so finding the right definitions is important, not always easy and unique to all companies.

### Ensure the right person is in the right seat (people analyzer discipline)

Various management strategies have tools for determining whether you have the right people in the right seats. This can include a decision tree on whether the person understands what is required with the position, whether they truly want to perform the activities required to be successful in the position and whether they have the capacity to do the work in the position. We help management develop the experience necessary to use a people evaluation tool when one isn't currently being used in the company.

### Every position has a number

The end game for a strong accountability chart is that each employee has a KPI number that provides them feedback on whether they are, or are not, delivering what is expected of them. A salesperson may have a number of \$1m which represents a weighted pipeline value of \$1,000,000, where an executive assistant may have a number 3 for the maximum number of phone rings allowed. We work with staff to understand and identify with an effective number for their unique position.

05

DISCIPLINE

## BETTER FINANCIAL CONTROL

### Cashflow forecast maintained and actively managed

We work with accounting personnel to create accurate and up to date cashflow forecasts.

### Debtor days and creditor terms effectively managed

We engage with the involved people and processes to improve accounts payable and receivable processes.

### Obtain access to a proven CFO who has the company's back

We identify strategies for ensuring an outside CFO can provide a company the strategic financial insights and strategies required to stay on track. Someone who knows the financial details better than the CEO because that is what they.