

The Implementation Guide: 7 Essential Skills To Take Charge Of Your Business, Be More Productive And Get More Of What You Want

By

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Introduction

Your World Of Higher Productivity, Less Stress And More Of What You Want Starts Here...

The modern day business owner faces many challenges, not least bearing the primary responsibility for the success of the business.

And for small and medium sized enterprises in particular, that can be a very heavy burden. Here are just some of the essential tasks that you somehow need to find time for...

1. Solving problems...both immediate day-to-day and longer term issues
2. Inventing, thinking, creating and planning for your business
3. Staying on top of important industry and market developments
4. Developing sales, marketing, management and profit breakthroughs
5. Networking effectively to establish and maintain essential business relationships

It's a tall order, but successful business owners, entrepreneurs and top corporate executives manage to do all of this....and more. The GOOD NEWS is that success is not an accident and YOU can take advantage of strategies and techniques to boost your productivity to get done what you need to do.

As a leading corporate trainer, I've worked with hundreds of top-performing business people over more than 15 years.

I've also had the opportunity to learn from modern day business giants such as Richard Branson, Donald Trump and Rupert Murdoch.

What I've discovered is that there is a set of key business skills...what I call "The Business Toolkit" that successful business owners and entrepreneurs have mastered.

There are 7 of these essential skills. In this short report, you'll discover...

1. The 7 essentials skills and why they are so important
2. For each skill, 3 actions you can take straight away to start building your ability in each of these essential skill sets.

Of course, a short report like this can only provide an introduction. Each of these skills is worthy of a complete course in its own right. However, the immediate actions will produce results for you...provided you take action...and at the end of the report you'll discover how to take the next steps.

Here's to your success and good fortune!

Judeth Wilson
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Essential Skill #1

Always Keep The Customer In Mind

While it's easy to acknowledge the importance of the customer, it's not always so easy to keep them in mind every day. Below you will find 3 ways to help you do that. First let's recap just WHY it's so important for a small business owner or entrepreneur to keep the focus squarely on the customer.

First, having a very clear picture of your target customer and what's important to them, makes it much easier to tailor your product or service to have the greatest appeal. It also makes it easier to get your message across to them effectively.

A further benefit is that having a clear picture of your customer makes it easier to know the best way to advertise to them.

Next, customers can be a great source of ideas and feedback for both new products and also improvements to your existing offers.

Finally, happy customers can be a great source of new business through recommendations and referrals. Conversely, few things will damage your business more than unhappy customers...especially in today's connected world where social media makes it easy to spread news and opinion.

So, it's essential to stay close to your customers and understand both what they want and their concerns. Here are 3 simple ways to do that...

Action Step 1: Listen To Your Customers

One formula for success in business is to find out what people want...and then give it to them! Possibly the easiest way to find out what people want is...simply ask.

It's a big risk to assume that you know what your customers want. So ask them directly and pay close attention to what they have to say. Also, seek out their feedback whenever possible. Customer service can be a very valuable source of information for you.

Action Step 2: Go The Extra Mile

Look for ways you can step up and impress your customers. It need not necessarily cost a great deal. For example, one company leaves a small gift in your car after it has been serviced. Or send a "Thank You" note to a new customer.

Action Step 3: Reward Your Current Customers

One of the hardest (and most expensive) things to do in business is to acquire a new customer. So it makes no sense whatsoever to not take good care of existing customers. Yet many businesses do just that and chase new business, often at the expense of ignoring, even upsetting, current customers.

Don't make that mistake. On a regular basis do something for your customers and reward them for their business. I think you'll be pleasantly surprised at the results.

Take these 3 action steps on a regular basis and you'll be rewarded with a deeper understanding of your customers along with a stronger relationship that will pay dividends.

Essential Skill #2: Make The Most of Your Time

Time is probably the most precious asset any business owner or entrepreneur possesses. And once it's gone...you can't get it back.

Think of all the things you need time for. Time to solve problems. Time to invent, create, think and plan. Time to gather and make sense of information. Time to develop sales, marketing, management and profit breakthroughs. Time to network.

Perhaps most importantly...time for YOURSELF and your loved ones.

And yet, all too often you probably find that you don't have enough time to tackle what's really important to you. Probably not a day passes when you think to yourself "If only I had another hour or so..."

There are strategies to make that time...perhaps more accurately, get back your time. That's how business giants like Richard Branson, Donald Trump and Rupert Murdoch can get so much done.

Here are 3 action steps to get more control and get back some of that precious time.

Action Step 1: Take Control Of Your Email

Continually checking and responding to email is a HUGE distraction and time waster. So here's what to do...

1. Decide on 2 times a day when you will log in to your email and deal with your messages. Set the times depending on what's appropriate for your business. For example, if it's important to respond promptly to emails received overnight, then you might check email first thing and then at the end of the day.

2. At all other times....turn email OFF.

Action Step 2: First Things First

Stephen Covey ("The 7 Habits Of Highly Effective People") talks about classifying tasks in terms of importance and urgency. Draw a four box table (Urgent-Important; Urgent-Not Important; Important-Not Urgent; Not Important-Not Urgent) and allocate your "To-do" list into one of the four boxes.

That gives you a visual of your priorities for the day. Ideally, you then tackle only the important items and delegate the rest.

Action Step 3: Go With Your Energy Flow

It's established science that your energy levels vary over the course of the day. We all have times of the day when we are more alert and able to work more effectively.

So, tackle those more important and more demanding tasks when you're at your peak. You'll find you get them done faster and better.

Use these action steps consistently and you'll soon be getting more done in less time, with less stress.

Essential Skill #3: Dealing With Difficult Situations Fast And Successfully

You probably have enough stress to deal with every day without needlessly having to cope with more.

That's where Essential Business Skill #1 comes in...how to successfully deal with difficult situations FAST.

Those difficult situations generally involve other people. That could mean an unhappy customer, an awkward business partner or an employee not performing.

Whatever the reason, these situations have the potential to be very costly. They can take up a huge amount of your time, cause a great deal of stress and result in significant damage to your business.

But it doesn't have to be that way for you. There is a proven science to resolving any conflict so you can move on quickly and get back on track.

To get you started, here are 3 action steps you can take to be more effective in handling these situations...

Action Step 1: Count to 10...

It's all too easy to get caught up in emotion when facing a difficult situation. That's understandable...but usually fatal to the chances of securing a successful outcome.

So...when facing any difficult situation, make a point to engage your professional brain before you respond. Make it a personal rule to "Count to 10" or take 3 deep breaths to settle yourself.

Action Step 2: Daily practice

In the same way that to stay in physical shape it's important to exercise regularly, daily practice is

Action Step 3: Use the "Iceberg" principle

You've probably heard the expression the "Tip of the Iceberg". That comes from the fact that only a small part of the iceberg is actually visible above the waterline. The greater part is hidden out of sight.

It's the same with people. What appears to be happening on the surface is usually only part of the story. So don't act on first impressions. Take time to uncover more about what's happening. And it's usually a good idea to give people the benefit of the doubt.

With these 3 action steps you'll start to build up your skill in dealing with difficult situations. That will mean less stress and better business outcomes for you.

Essential Skill #4: Getting Your Message Across With Impact

In today's fast-paced, competitive business world, it's ESSENTIAL to be able to get your message across quickly, accurately and with IMPACT. That applies both with customers and prospects AND within your organisation where effective communication and coordination is vital to success.

Inside your business, not communicating effectively could cause costly problems. For example, staff not understanding instructions properly can lead to expensive errors, confusion and lost opportunities.

As a business owner it's also your responsibility to provide direction to your staff so they know what's expected. Confusion and lack of clarity can lead to anxiety and unrest...or simply an apathetic workforce. Either way, you end up with unwanted problems.

And, of course, making the right impression with customers, suppliers and business partners is critical to your business success. If you fail to get your message across, you risk frustration and missed opportunities. Worst case, you might even risk failure of your business.

Communicating effectively and getting your message across with impact is not hard. You simply need to know the proven principles and strategies...

...starting with these 3 action steps...

Action Step 1: The Power Of The Positive

The words you habitually use have an effect. If you continually use negative language or approach issues from a negative point-of-view, don't be surprised if events seem to turn out poorly.

Instead, aim to be positive in what you say. Focus on solutions, rather than problems. Emphasise what you want, instead of what you don't want.

Action Step 2: What's In It For Them?

Especially when dealing with customers or outside business partners, remember that they are primarily concerned with what's important to THEM. Your problems and concerns are, sadly, not of great interest.

So, keep this in mind and make sure you point out in your message "What's in it for them".

Action Step 3: Be A Communicator

You're the boss, so you set the agenda. But people, in particular your staff, can't be expected to read your mind.

So make it a practice to communicate with your team and important partners. Keep them in the loop and give them the whole picture when you can.

Practice these 3 communication actions steps on a regular basis and you'll avoid needless misunderstandings and get things done faster and more smoothly.

Essential Skill #5: Assertiveness And Getting What You Want

It's a strange thing...but all too often it seems that you, the business owner, are the last one to get what you want out of your business!

There might be many reasons for that. Few of us like confrontations. You might feel you're not in a position to ask for what you really want. With customers you might feel you have no choice but to do what they want (rather than what you would prefer). Some staff might seem irreplaceable...even if you're not happy with them.

So it's all too easy to let things drift. The problem is that has costs as well. Some obvious. Some not so obvious...like the long term stress and anxiety when you have to tolerate a situation that's not really in your best interests.

So it's best to be very clear about what you want from your business and take steps to make that a reality. And that doesn't mean you have to be aggressive or trample on others. Far from it.

There's often some confusion about what it means to be assertive. Understand some key principles and you'll find that you can achieve "Win-Win" results where everyone is happy with the outcome.

Use these 3 action steps and firmly, but politely, you'll find more going your way...

Action Step 1: Respect Yourself First

Of course, it's important to be respectful of others but don't forget yourself! Remember you have the same rights as everyone else. Respect their rights and insist that your rights are respected as well.

Action Step 2: Leave No Doubt

Particularly if you haven't been very assertive in the past, it's important that people should be in no doubt about what you want.

So if you have been assertive and requested what you want, then you could step up a level to what is called "emphatic assertion".

For example, if you have asked for a report to be completed..."I understand you are busy. However, it's essential this report is completed by 5 pm."

Action Step 3: The "Broken Record"

If you run into resistance to a request...simply repeat it! There's no need to be aggressive. Take your positively phrased request, maintain a polite tone and repeat using the exact same words. Do that up to 3 times if necessary. In effect, don't take "No" for an answer!

Being assertive is a habit and a state of mind. Practice these 3 simple actions and you'll find that you'll get more of what you want with less friction and effort.

Essential Skill #6

Mastering Business Etiquette

Love it or loathe it, the fact is there are rules of behaviour in the world of business. Break them and you risk being shunned and excluded. Understand the rules and your business life will go forward more smoothly.

The book "How To Make Friends And Influence People" is rightly regarded as a classic in business literature. That's because we tend to do business with those that we know, like and trust.

Business Etiquette is not about old-fashioned or outdated behaviour. It's a practical set of guidelines to help you successfully navigate each stage of a successful business relationship. For example, think about when you first meet someone. You each probably know little or nothing about the other person. In such a situation it's all too easy to give the wrong impression...even cause offence without realising it. What might have been a valuable relationship is over before it has even begun.

Understanding some simple rules and principles will help you avoid making those kind of mistakes.

Even with staff and business partners that you already know, it can be all too easy to give the wrong impression. Knowing the right way to maintain those relationships will prove very valuable to you. You'll most likely find that people will respect you and hold you in higher regard...because you're someone who knows how to conduct themselves properly.

Here are 3 ways to do that...

Action Step 1: Be Impeccable

Common courtesy is no longer quite so common. A "Thank You", simple politeness and a hand written note or card will make you stand out from the crowd.

Action Step 2: Your Word Is Your Bond

Put simply, say what you will do and do what you say! "Your word is your bond" as the expression goes. Nothing will ruin your reputation faster than failing to meet commitments. Conversely, become known as someone who can be relied on and doors will open and opportunities present themselves.

Action Step 3: How To Make Introductions The Right Way

Ever had to introduce two people and wondered who you should address first? There's a simple answer. When making an introduction always start with the person you consider to be more important.

For example, when introducing a client or potential customer to a member of staff, you would say..."Mrs Client I would like you to meet our Sales Manager".

Keep these 3 rules in mind and you'll boost your reputation and be known as someone to do business with.

Essential Skill #7

Managing With Purpose

Managing effectively is, without doubt, essential for the business owner or entrepreneur. And yet, it's fair to say, this is one of the most confused, even controversial, areas of business today.

There are dozens of competing management theories...and every year seems to bring a new one. Often they seem to contradict each other. Prestigious academic institutions offer a wide array of different...and high-priced...programs.

So what does it really take to get productivity from people so that you can make maximum profits from your business?

The practical answers come from what's been proven to work out in the real world. As a leading corporate trainer, I've worked with hundreds of top-performing business people over more than 15 years. In that time I've seen the management techniques that produce results...

...as well as the half-baked theories that might sound good in theory but in practice lead to disaster.

I've also had the opportunity to look into the "Playbooks" of modern day business giants such as Richard Branson, Donald Trump and Rupert Murdoch.

Here are 3 to-the-point, drawn from the real world, actions that will make a meaningful difference...

Action Step 1: Give People The Right Training

We've probably all seen cases where people who are great at their job are promoted to a new role and then they struggle. Great salesmen don't automatically make great sales managers.

Leadership and supervision is a specific skill. Few people possess it naturally. So avoid costly errors and support your people in their roles with the right kind of training.

Action Step 2: Manage Micro and Macro

Donald Trump talks about being a micro manager as well as a macro manager. That is to say, pay attention to the small details, as well as the "Big Picture".

Of course, you can't (and shouldn't) get involved in every single detail of your business. Most of the "small" stuff is not worthy of your attention. But some is...and the key is to identify what's important. Trump, for example, famously gets involved in the detail of the fixtures and fittings in his properties. That's because they make a BIG DIFFERENCE in the experience of the customer.

Action Step 3: Make Sure Everyone Knows The Plan

As a business owner, in most cases you will have people working for you. To achieve your goals and objectives, you will need them to deliver results. You'll usually achieve a better outcome if everyone on your team understands the "Big Picture" and where they fit in.

Share your vision with team and get them on-board. They will usually support you enthusiastically and deliver in ways you might not expect.

Managing a business is rarely easy. Use these 3 action steps and you'll find it easier to produce concrete results.

Summary And The Next Step...

Let's briefly recap the 7 Essential Skills for the Modern Business owner...

Essential Skill #1

Always Keep The Customer In Mind

Essential Skill #2:

Make The Most of Your Time

Essential Skill #3:

Dealing With Difficult Situations Fast And Successfully

Essential Skill #4:

Getting Your Message Across With Impact

Essential Skill #5:

Assertiveness And Getting What You Want

Essential Skill #6

Mastering Business Etiquette

Essential Skill #7

Managing With Purpose

In a short report such as this, there is a limit to what can be covered.

For more information about how you can improve the level of expertise of both you and your staff in these essential business skills, simply go to...

www.UpfrontCommunications.com.au

About Judeth Wilson



Judeth is leading and innovating the corporate training industry. With more than 18 years experience creating and designing soft skill training courses using the science of 'Accelerated Learning', Judeth leads and trains the largest network of specialised industry trainers through her company, Upfront Communications.

Judeth founded Upfront Communications in 1997 and it is the largest training organisation in Australia offering training in all soft skills for a diverse range of companies. Upfront Communication's point of difference lies in its network of highly specialised trainers who tailor make and customise training courses to meet individual client needs. Through the 'Accelerated Learning' principle, the company has created multi media training sessions that are interactive, productive and fun with results at least 60% greater than even the very best conventional lecture-style training. Clients who have engaged its services include Sanofi Aventis, Grant

Thornton, DHL, Hewlett-Packard, NCAA, Enigma Health, BT, 3M, USAID, Johnson and Johnson, De La Roux Currencies, Tate and Lyle, Novartis and Thomas Cook to name but a few.

In addition, Judeth founded and created a unique training course and business called the 'Trainers Ultimate Toolkit'. Comprising of a three day live intensive course where trainers benefit from Judeth's wealth of expertise, learn how to do what she does, receive specialised training material including a ten part series of cds, a roadmap on how to establish and grow their own business attracting the right clients, advice on how to market themselves effectively and advice on correctly pricing themselves in the market, helping generate return clientele. With several personal mentoring sessions from Judeth, the 'Trainers Ultimate Toolkit' demonstrates Judeth's true passion for training in helping trainers achieve and run the lucrative training business and lifestyle that they have dreamed of. She credits the 'Trainers Ultimate Toolkit' as one of her career highlights and the best work she has created to date.

With her finger firmly on the pulse in identifying trends, the corporate world look to Judeth for the latest in trends and consult her advice on keeping ahead of their game and how to progress within their industry, engaging her services as a mentor and key training advisor. She was invited to be a guest advisor and mentor for finalists in the 'Rural Woman's Award' on presentation skills, as well as other key nationwide Business Awards seeking to give their finalists the opportunity to gain expertise from Judeth.

Author of three books, "The Inside Secrets of Powerful Presenters: How to get enthusiastic applause, even a standing ovation, every time you speak", "Become A Millionaire Working Just Two Days A Week" and "Training Works: Better People, Better Bottom Line", the latter which was co-authored with a compilation of her leading specialist trainers, Judeth is established as the leader in the training industry.

Her expertise has been recognised within the media, featuring in the 'Financial Review' and 'Inner West Courier' and interviewed on Channel 7's 'The Morning Show', positioning her as a key media expert. She was invited and featured as a judge on New Zealand television program, 'Trainers On Trial', showing the extension and far reach of her reputation.

Training for Judeth is not what she does, it is who she is, reflected in her own personal training and education. She has a degree in Journalism from Rhodes University in South Africa (majors in journalism, English language and linguistics), is an Advanced Toastmaster, a certified Neuro-Linguistic Programming (NLP) practitioner and holds an Australian Certificate IV in Training and Assessment.

Judeth has a wealth of fantastic testimonials that speak highly of her speaking and training ability and entrepreneurial spirit. Some of them include the following:

“Judeth Wilson is one of the most accomplished speakers I know. I highly recommend her work” Dale Beaumont, Founder & CEO of Business Blueprint and Author of 16 books

“ She is one of the smartest and most innovative entrepreneurs in her field” Ari Galper, The World’s #1 Authority on Trust Based Selling and the CEO of Unlock The Game

“Judeth is one of the best train the trainers I have ever seen!” Khoa Bui, Author Speaker, Entrepreneur

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