

## Effectively Empowering Your Business



In our view, understanding that people are your greatest asset is a simple and invaluable prerequisite to achieving your business objectives.

Accepting the idea that your people are your greatest asset is the foundation concept upon which you can build an effective, empowered business. Nurturing your people reinforces the suggestion that you (as its driver) hold

the key to the future success of your organisation.

The questions you need to consider are:

- Is your business equipped to achieve its vision and corporate objectives?
- Is your organisation people-ready to meet its future challenges?

A people-ready organisation knows that people inside and outside of its framework are most important, and it empowers its people to drive the business forward (internal) as well as maintaining an excellent customer service focus (external).

When individuals realise their potential, a company realises its potential. When your customers are constructive partners within your product and service delivery strategy – all expectation and objectives are fulfilled.

Simply focusing on processes, efficiency and the bottom-line at the expense of your people is a recipe for failure. Key employees will quit, your customers will look elsewhere and your business will certainly suffer.

Every business is different, but the outcomes that drive business success remain the same:

1. Creating loyal and profitable customer relationships.
2. Inventing and enhancing products or services.
3. Managing a business in the most efficient way possible.
4. Building high-value connections with partners and suppliers.

However, businesses don't find customers, streamline operations, close deals, or invent products. People do.

Is your business people-ready? The following points will give you some insight into this question:

**A people-ready business is a "destination workplace."** The most talented and successful people and businesses seek opportunities to work at or with this company.

**A people-ready business maximizes the satisfaction levels of all its constituents.** Customers, employees, and the critical partners and vendors on whom its success depends are all satisfied. A people-ready business is also a balanced organization that does not neglect one vital constituency for another.

**A people-ready business tempers its management's "force."** A people-ready business balances management oversight and control, teamwork, and the constant improvement and innovation that come from empowered employees who live their lives on the front lines of the company.

**A people-ready business is characterized by vision.** The ability to see and act on both opportunities and problems is central to a people-ready business.

**A people-ready business is focused on insight and action.** A people-ready business is characterized by employees who have insight into opportunities and problems, and the ability to act on them.

**A people-ready business is marked by speed and flexibility.** A people-ready business is as concerned with removing barriers to success as it is to driving success. And a people-ready business is agile and adaptable in a business environment of constant change.

**A people-ready business is optimized for performance at the individual level.** Individuals have the freedom to focus on adding value to shareholders and customers, rather than being constantly distracted.

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