

# How to Build A World-Class Company – Cheat Sheet

## Develop A Strategy That Works

### The Logic

Without an effective action plan, your company wastes time and resources. Strong coordination accelerates progress.

### The Trick

Make sure everyone knows the goal and what they need to do to achieve it. Ensure your staff are motivated and equipped to execute.

### Challenges

Culture can hinder execution. Change comes from changing habits... not talking. Ensure you have access to key resources.

## Create A Culture of Emotional Intelligence

### The Logic

*Group IQ* drives performance. Group IQ comes from the *synergistic cooperation* of team members. **High EQ** teams cooperate best.

### The Trick

Develop the EQ skills of your teams. In particular reading body language, emotional self-management and Rational Emotional Integration.

### Challenges

Low EQ people don't think they need to improve their EQ skills. Make EQ skills a part of performance reviews. Replace EGO or Aggressive Outbursts with Rationality.

## Cultivate a Passion for performance

### The Logic

Businesses perform best when their people do their best.

### The Trick

Use the power of excitement and passion. Give people purpose and meaning through their jobs. Harness the energy of *higher meaning* to motivate performance.

### Challenges

Avoid a slave driver culture. Screaming and whipping people, only leads to a culture of fear. Avoid overworking staff, as burn-out saps passion and leads to disillusionment.

## Develop Best Practices and Systematise

### The Logic

Best practices make a business efficient. Systems based on best practices scale excellence.

### The Trick

Use LEAN Methods. Ensure that your best practices really are best practices. Make sure technology enables the execution of the best practice.

### Challenges

Avoid complexity - best practices simplify processes. Choose technology that simplifies. Involve users in the technology implementation process.

Dave Lucas - CEO Dawning Truth



**Need some help?**

Let us Help You  
**Build a World-Class Company**  
Attend a Complimentary  
Elite Advantage Business  
Coaching Session Today

