

Business

Growth

Areas



NeuSource
Counting For Success

Neusource

Business Growth

Programme



Business Growth Areas



Introduction

Most people understand that large corporate businesses are the means to livelihood of people behind the corporate curtain; but while analysing their hearts, who are really at the helm of the central management of those corporate organisations, we find that actually they don't work for piling of wealth. They are far ahead of the concept of wealth making. They put their blood & sweat just because they are enjoying the process of creation. Creation of corporation, Creation of a brand, Creation of a movement.

Journey to this great cause & to succeed needs a rigour & steady efforts. Although success has no certain formulae, still there are certain rules that needs to be admired and also to appreciate that how the sand & cement combination is to be used for building the tower of a successful corporation. We have experienced in past that only good systems can be driver of the organisation in the long run. Also we must accept that people don't lead, only thoughts lead. So, do come with us we shall discover the secrets of making big corporation and making our own set of rules to rule in business.

The Success Formulae

It has always been like a treasure hunt to discover the formulae of success, but those who succeed were achieved their targets only by repeated tries and endless efforts. It is sad that our education system never teach us attitudinal values. What we learn as a part of our education system, is how to work for the corporations they never teach us how to lead the corporation. They teach us work skills but not leadership traits, they teach us discipline to be a good team player but not attitude to become a team leader. Nowhere taught that how to build great businesses.

Therefore we need to train & coach ourselves as leader of a large Corporation. We need to develop a belief in our team that they are going to become part of a large corporation. We need to create an aura, an environment, a general talk about that yes, this company

is getting big & is growing. Confidence never comes from flimsy ground, it must come out on the basis of rock solid strategies and rigours execution on which not only yours but also every lively part of your team faiths.

Growth Concept

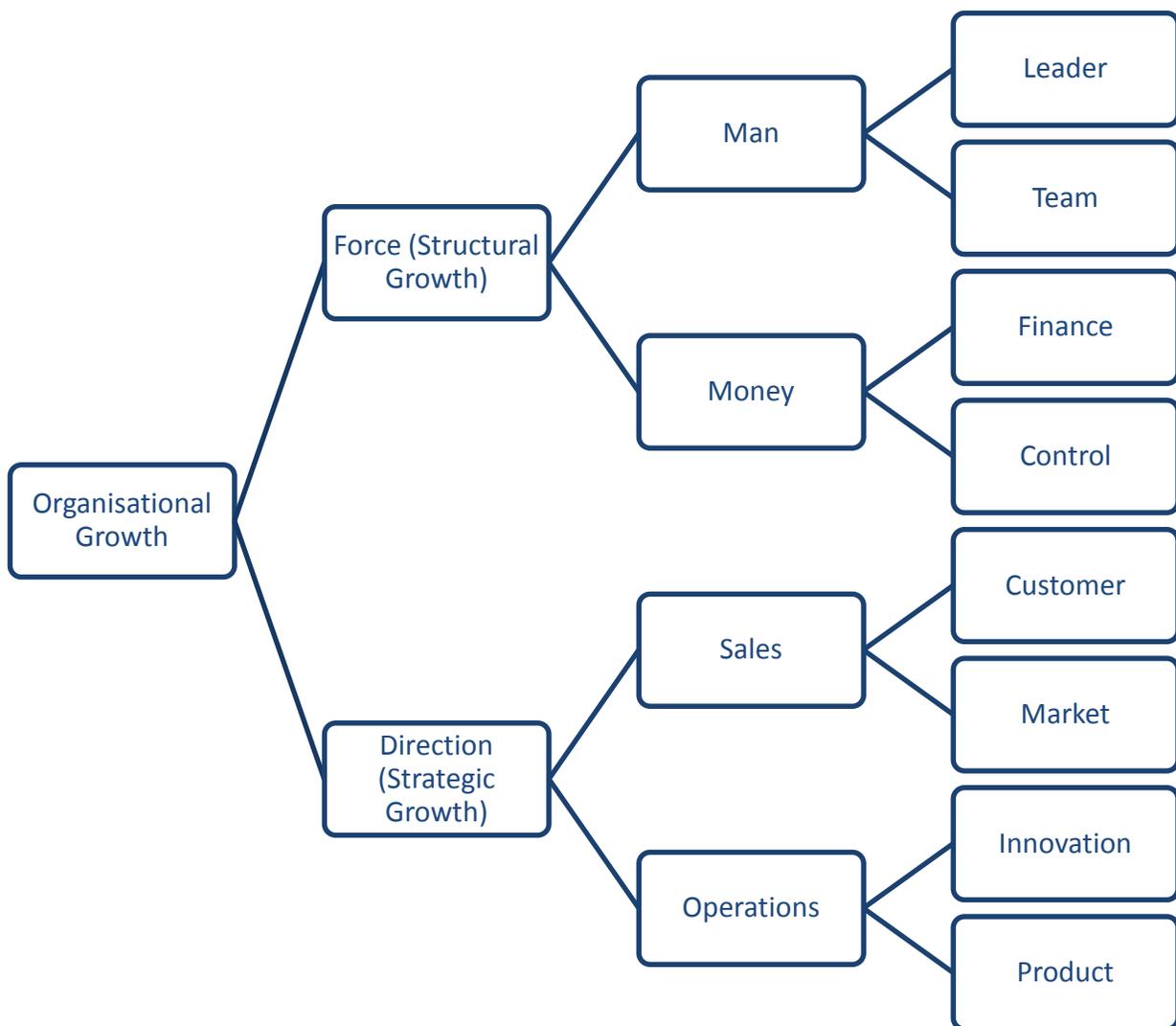
Every business has a lifecycle like an ordinary human being, Baby business also gets birth by owner, and it is taken care by him for everything; like food, security and care for a baby by its parents. Owner takes care for finances, marketing, sales, treasury, production & procurement. Soon the business comes in its adolescence age where the child it needs to go to school for formal training & education, just like a business requires a set of consultants for developing some new systems that makes the foundation of business strong enough for a large corporations.

When the parents don't send the child to school and want to teach every skill themselves the boy may be big enough but could not be cultured enough to live in a formal society respectfully. In the same fashion when a business doesn't have proper system but big enough it never gets respect in its environment and daily comes out with a new emergency situation for its parents and owner always keeps busy in firefighting situations. They never stay free to plan for the future of their business and so this age never overcomes.

Actually just like a human being, growing is the very basic nature of businesses too. If a baby doesn't infected by a disease or clutched with some bad habit, it will certainly grow up, same is the case of business if a business is carried by good systems and sincere efforts it will certainly grow up. Now the 15th question of KBC is what you should do to save your business from disease and bad habits. Answer you know.... Give healthy diet and send the boy to school.....simple!!! Isn't it. I mean to say Provide your business sufficient Resources & proper guidance.

Force & Direction

Whatever you think, from mounting a nail on the wall to rocket science, there are only two factors that drive the results “Force & Direction”. In every walk of life, if you put the right amount of force in the right direction at the right time; no chance that the results doesn't comes in desired manner. We have identified a total of 8 areas in a business which are in one or another way only representative of these 2 factors (Force & Direction). Let us have a look over these areas



If you work-out in the right manner with required energy on these 8 areas, with growth perspective, your business is bound to grow.

Growth is never by mere chance; it is the result of forces working together.

- James Cash Penney

Your business is no different...

“The success of your business depends on your leadership skills and your personal character. It is how you apply these character traits and leadership abilities on a daily basis that will make the greatest impact on the team. And it is your team, not you, that interacts with your customers”

Chapter – 1

Leadership

Areas that needs to be worked out

1. Personal Qualities Acquired/developed
2. Beliefs, Mission & Visions
3. Generic Skills Acquired/practiced
4. Subject Specific Skills Acquired/practiced
5. Strategic
6. Outcome Management
7. Supervisory/ Team Building
8. Awareness and Understanding
9. Decision Making and Problem Solving
10. Public Image
11. Communication
12. Relationship

The “Secret” of High Performance is High Employee Engagement...

It is difficult for entrepreneur's to build a senior management team. In many cases it takes multiple hiring to get the right fit. And even then, getting the senior management team to “play well together” is challenging. You need to “upgrade” the management team as the business grows.

Chapter – 2
Team Building

Areas that needs to be worked out

13. General Administration of the employees
14. System Improvement
15. Cultural Development
16. Environmental Improvement
17. Recruitment & Selection
18. Team Building
19. Performance Management
20. HR Audit
21. Staffing
22. Statutory Compliances
23. Capital Developments
24. Discipline
25. Consulting
26. Attitudinal Improvement
27. Skill Improvement
28. Compensation
29. Co-ordination
30. Brand Saliency
31. Strategic Planning
32. Employee Services

33. Attrition rate and employee retention

34. HR MIS

35. HR Budgeting

36. Record Keeping

Financial management explains 'what is working' and 'what is not' within the business...

“Good financial management is essential for the expansion of your business. Getting your finances in order means your business can work more efficiently and puts you in a better position when seeking funding for growth.”

Chapter – 3
Financial Management

Areas that needs to be worked out

- 37. Book keeping
- 38. Purchases
- 39. Direct Expenses
- 40. Indirect Regular Expenses
- 41. Indirect occasional Expenses
- 42. Sales
- 43. Indirect Income
- 44. Owner's Fund
- 45. Loan & Debts
- 46. Fixed Assets
- 47. Cash Flow Management
- 48. Banking System
- 49. Stock Management
- 50. Debtors & Collection
- 51. Creditors & Payment
- 52. Short Term Advances
- 53. Reconciliations
- 54. Outstanding & Prepaid Management
- 55. Investments
- 56. Financial decisions

57. Statutory Compliances

58. MIS

59. Gate Entries

60. Record Keeping

61. Pay Roll Management

You can't do today's job with yesterday's methods and be in business tomorrow...

“Internal control is a process, effected by an entity’s top management to provide reasonable assurance regarding the achievement of Effectiveness and efficiency of operations; Reliability of reporting and Compliance with applicable laws and regulations.”

Chapter – 4
Governance in Business

Areas that needs to be worked out

- 62. HR
- 63. Accounting
- 64. Statutory Compliances
- 65. Internal Audit
- 66. Marketing
- 67. Production/ Shop Floor
- 68. Stores
- 69. Logistics & Transportation
- 70. Communication & Co-ordination
- 71. Gate & Security
- 72. Maintenance & Facility Management
- 73. Fund Management/ Treasury
- 74. Relationship & Guest Management
- 75. Administration
- 76. Legal & Liaison
- 77. Remote Projects
- 78. Branch /Subsidiary /Head Office Management
- 79. R&D / Innovation/ Design
- 80. Quality & Testing
- 81. Purchase /Sourcing & Creditor Management

82. Sales & Customer Management

83. IT Services

Great Customer Service Fuels Business Growth...

“The customer is always right.” Successful businesses have always understood that satisfied customers bring in revenue. Understanding that customers expect service in a variety of options, and quickly, yet still desire quality interaction when necessary, can fuel business growth to new levels.”

Chapter – 5

Customer

Areas that needs to be worked out

84. Customer Value Perception
85. Customer Support System & Escalation Matrix
86. After Sales service
87. Feedback
88. Accessibility
89. Customer experience with products & services
90. Manuals & other Document
91. Relationship
92. Customer Analysis
93. Sales Management
94. Logistic Management
95. Loyalty Reward
96. Innovation infusion System
97. Customer monitoring & retention
98. Documentation & Analysis

To be Successful, Marketing should be measurable & predictable...

“At the core, marketing is lead generation. Ads drive awareness... to drive sales. PR and publicity drive attention... to drive sales. Social media drives communication... to drive sales. And by all means or anything that gets customers, is marketing. Still we need only those methods that are working well.”

Chapter – 6

Marketing

Areas that needs to be worked out

- 99. Media Management
- 100. Brand Management
- 101. Online Management
- 102. Activity Management
- 103. Press Relations
- 104. Content Management
- 105. Survey Management
- 106. Lead Generation
- 107. Lead Conversion
- 108. Non-Customer Target Approach
- 109. First Time Buyer Target Approach
- 110. Innovation & Research
- 111. Resource Management
- 112. Budgeting
- 113. Team Deployment

**Quality is never an accident. It is always
the result of intelligent effort...**

“Quality is the result of a carefully constructed cultural environment. It has to be the fabric of the organization, not part of the fabric. Quality is not an act, it is a habit. The bitterness of poor quality in customers' mind remains long after low pricing is forgotten!”

Chapter -7
Product/ Service

Areas that needs to be worked out

- 114. Quality & Testing
- 115. Inventory on Shop Floor
- 116. Plant Maintenance
- 117. Delivery Management
- 118. Packing
- 119. Resource Management
- 120. Housekeeping
- 121. Budgeting & Cost Targets
- 122. Efficiency Management
- 123. Reporting & Documentation
- 124. Order Management
- 125. Production Schedule Planning
- 126. Project Management
- 127. Process Management
- 128. Weighing & Measurement

The winner is the chef who takes the same ingredients as everyone else and produces the best results...

“The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency.”

Chapter – 8

Innovation

Areas that needs to be worked out

- 129. Utility Enhancement
- 130. Life Enhancement
- 131. Quality/ Productivity Enhancement
- 132. Experience Enhancement
- 133. Standard Improvement
- 134. BOM Improvement
- 135. Process Improvement
- 136. Facility / Overhead Efficiency Improvement
- 137. Budgeting
- 138. Documentation
- 139. Market Information & analysis

Actions for Improvement

1	Plan	Background Assessment
2		Defining the Targets
3		Development Plan
4	Learn	Personal Coaching
5		Skill Training
6		Adopting the Good Habits
7	Execute	System Implementation
8		Developing Growth Culture
9	Assess	Growth Assessment
10		Leveraging the experience

Step – 1
Background Assessment

Status Sheet

Sl. No.	Particulars	Designator 1	Designator 2
1	Names		
2	Major Activities and Responsibilities		
3	Strength/ Weaknesses		
4	Opportunities/ Threats		
5	KRA		
6	KPI		
7	Problems (Root Cause Analysis)		
8	Environmental Analysis		
9	Change Requirements		
10	Suggestions		
11	Flexibility in Management		
12	Interchange in Responsibilities		
13	Management Approach		
14	External Factors affecting Performances		
15	Other Remarks		

Step – 2

Defining the Targets

Action Points

- Increasing Productivity (Output/Input) of team
- Improving Quality of team output
- Talent management (Retaining Talent)
- Conflict management
- Improving accuracy of review mechanism
- Knowledge sharing (Training & Development of team members)
- Client Management
- Feedback & Reporting
- Value Addition
- Confidence in Leadership
- Setting KPI's for all Departments
- Conflicts
- Faults/ No Faults
- Complaints
- Abnormal Situation
- Financial ratios

Step – 3
Development Plan

Factors needs to be considered

- What do we want to achieve?
- What do we need to do?
- How do we do it?
- What kind of support do we need to do it?
- When will we do it?

Special Care

- Strategy
- Structure
- Culture
- Control
- KPI Achievement Plan
- Risk Management
- Conflict management

Step – 4
Personal Coaching

May include followings Actions too:

- KRA Understanding
- KPI Achievement
- Personal Responsibility
- Conflict Management
 - Interpersonal Conflict
 - Team Conflict
 - Service Conflict
 - Complaints
- Performance Improvement
- Behavioural Aspects
- Emotional Interference

Step – 5
Skill Training

May include followings Actions too:

- Dispute Resolution Protocol
- Communication Protocol
- Reporting
- Workflow
- SOPs & How to do
- Team Responsibility
- Team KRA
- Time Management
- Stress Management
- Motivation
- Performance Improvement
- General Soft Skills

Step – 6
Adopting the Good Habits

May include followings Actions too:

- Communication
- Behaviour
- Reporting
- How to do
- Organisational Culture
- Hierarchy Respects
- Environmental Expectations
- Utility Usage
- Facility Usage
- Working Style & Timings
- HR Rules & Guidelines

Step – 7
System Implementation

Action Points

- Make SOPs
- Regular Watch & Follow-up
- Continuous Improvement
- Lapses Control

Step – 8
Developing Growth Culture

Action Points

- System of Innovation
- Follow-up Mechanism
- Meeting System
- Conflict Management
- Suggestions & Improvement

Step – 9

Growth Assessment

Action Points

- Follow-up Status
- Level of Motivation
- Problems being faced with its Root Cause Analysis
- Smoothness in Operations
- New Improvements & Changes observed in Organization
- Cost Control through Negotiations
- Communication Lapses
- Understanding Lapses
- Non-performing & Low performing Teammates
- Conflicts found
- Improvement suggestions from management
- Change Requirement being observed & Suggestion for Improvement

Step – 10
Leveraging the Experience

Action Points

- SWOT Analysis
- Adverse Comments of Growth Assessment
- External Factors
- Changes Required in original Plan
- Test Checks
- SWOT analysis helps you identify your business's strengths, weaknesses, opportunities and threats.
- Benchmarking measures your business's performance against similar-sized businesses in your industry.
- Market research investigates your business's market and industry to identify trends, changes and customer or client demands.
- Trend analysis uses business data collected over time to identify consistent results or trends.
- Re-planning with the experience gained.

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