People – The Real Edge

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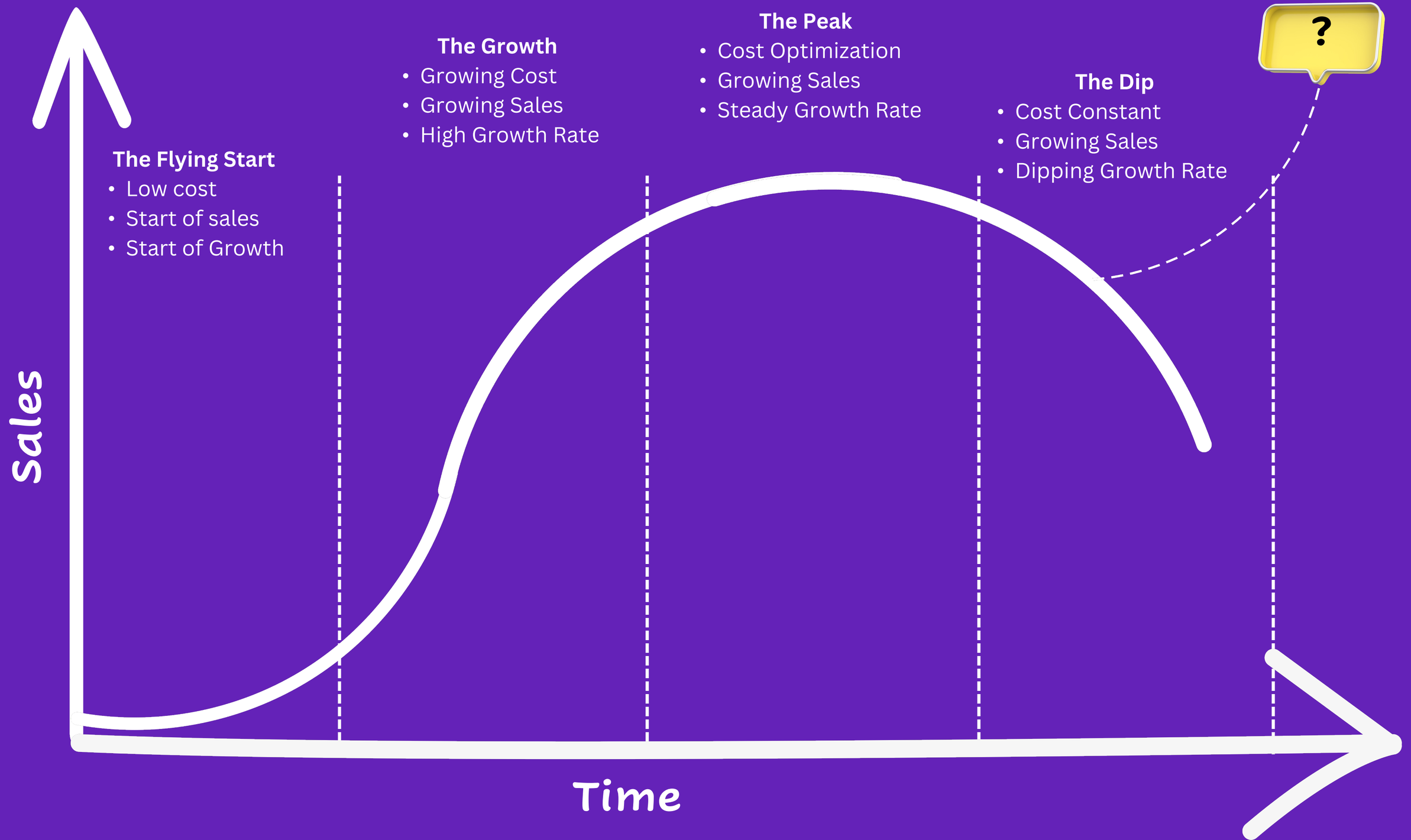
The Business Life Cycle


The Flying Start
• Low cost
• Start of sales
• Start of Growth
The Growth
• Growing Cost
• Growing Sales
• High Growth Rate
The Peak
• Cost Optimization
• Growing Sales
• Steady Growth Rate
The Dip
• Cost Constant
• Growing Sales
• Dipping Growth Rate
?
Sales
Time

The Stages of Business

The Driving Force:

- Business Owner
- Operation - Product Differentiation
- Ground Level Workers

The Driving Force:

- Business Owner
- Goodwill - Brand Awareness - Service/Product
- Ground Level Workers

The Driving Force:

- Processes
- Continuous Improvement
- Sustained Service/Product Quality
- Knowledge Workers

How to check your business' Stage?

Stage 1

- Is any Sales Happening without you?
- Is any budget decision happening without you?
- Any process Improvement Happening without you
- Does any escalation get solved with you?

Stage 2

- Will sales growth without you following up?
- Will any project end without customer once trying to reach you?
- Any major decision taken by the team (which you feel they should)
- Do you have financial and sales dashboards?
- What happens if you go on a leave for 15 days?

Stage 3

- If you have answered Yes to all the questions in Stage 2!

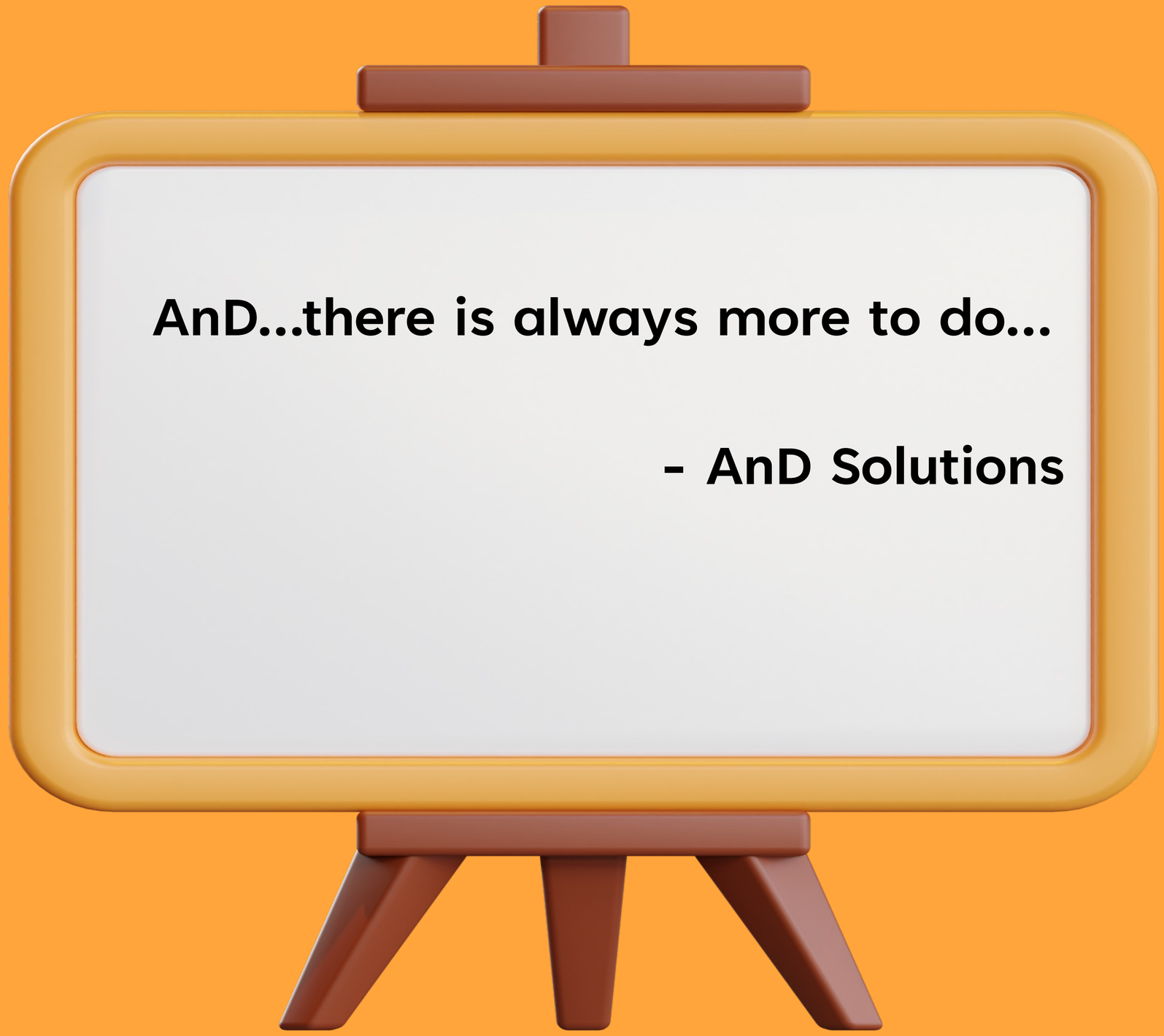
The Mindset

- Keeping routine and zero value add decision making with management
- Hiring people for "Today"
- "Once the Company Grows..." Approach
- Seeing training as cost and not investment
- Promoting Loyalty instead of Performance
- Stage I people expected to do job of Stage 3
- Seeing HR as only compliance and disciplinary body

How to Become Stage 3?

Good things don’t come cheap...

Who, better than the current audience to understand this?


AnD...there is always more to do...
- AnD Solutions