

# Steve Smith



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# Five Building Blocks in Business

Vision

Mission

Strategy

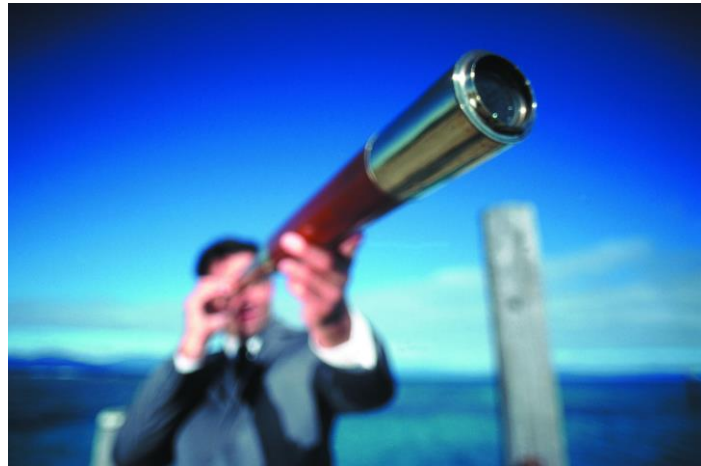
Culture

Leadership



# Key Business Words : Vision

An aspirational description of what an organisation would like to achieve or accomplish in the mid-term, long-term or future.



*“to make the best products on earth, and to leave the world better than we found it.”*



# Key Business Words : Mission

How an organisation will get to where they want to be - makes the purposes and objectives clear.

Concerned about the **current times** and what the business **does** to make them **stand out from** competition



# Key Business Word : Strategy

- **Choices** made (reflecting values & beliefs) to bring about a desired future or achievement of a goal
- Marshalling **resources** for their most efficient and effective use.

“Strategy is about making choices and trade-offs; it's about deliberately choosing to be different”

Michael Porter



**HARVARD**  
**BUSINESS SCHOOL**

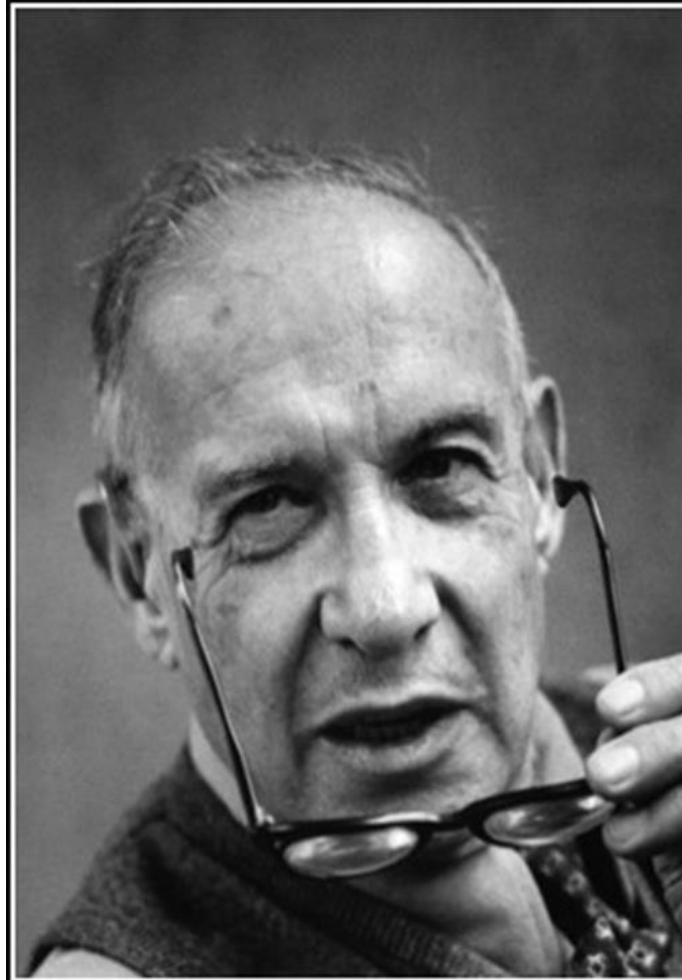
# Simple approach to a Strategic Plan



# Why Businesses Need a Strategic Plan

1. To set direction and priorities
2. To get everyone on the same page
3. To simplify decision-making
4. To drive alignment
5. To communicate the message

# Strategy is crucial, but...



Culture eats strategy for breakfast.

— Peter Drucker —





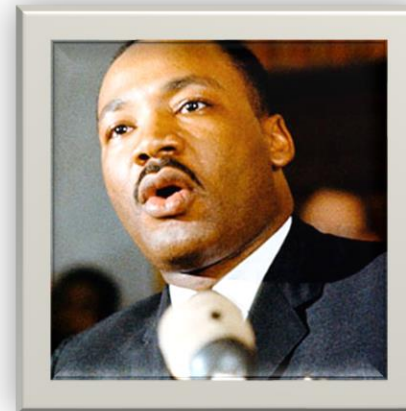
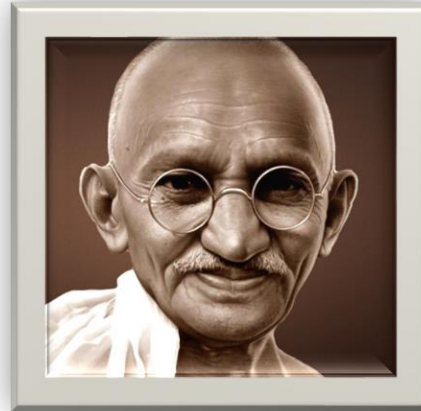


# 10 Ways to create a Positive Work Environment

1. Build Trust
2. Communicate Positively and Openly
3. Expect the best from your staff
4. Create Team Spirit
5. Give Recognition and Appreciation
6. Give Credit and Take Responsibility
7. Be Approachable
8. Provide a Positive Physical Environment
9. Make Staff Evaluations A Positive Experience
10. Make it Fun

# Anyone can Lead

- Great Leaders can be any gender, race or nationality
- Great Leaders can have disabilities or illness
- It's not just the boss or person at the top
- Or the person with the loudest mouth – leaders can be quiet.



# 3E's Model



*Procter & Gamble*

## ENVISION

- Paint a clear picture of the future
- Make a concept real and map out steps to achieve it

## ENABLE

- Provide the tools and resources
- Deliver the culture and support.
- Coach and develop the skills needed

## ENERGISE

- Ensure all are “up for it”
- Manage and motivate
- Infuse drive and enthusiasm

# The Leadership Dark Triad

## GOOD LEADERS vs BAD LEADERS

- |   |                                       |
|---|---------------------------------------|
| 1. <b>Trust</b> their employees               | 1. <b>Micromanage</b> their employees |
| 2. Motivate through <b>empathy</b>            | 2. Motivate through <b>fear</b>       |
| 3. Handle hard conversations with <b>care</b> | 3. <b>Shout</b> at their employees    |



## PSYCHOPATHY

### Example Traits

Inappropriate (or lack of) emotional response.

**P**

- **Impulsive**
- **Emotionally Cold**
- **Remorseless**

**N**

- **Grandiosity**
- **Perceived Superiority**
- **Entitlement**

**DARK TRIAD**

## NARCISSISM

### Example Traits

First person pro-nouns.  
Focus on self in conversation.

## MACHIAVELLIANISM

### Example Traits

Dominant.  
Expansive posture.

**M**

- **Manipulative**
- **Self-Interested**
- **Domineering**

# Because Great Leaders are Nice Guys !

## NICE :

**N**atural and honest

Act with **I**ntegrity

Are **C**ollaborative and  
supportive

Share **E**xperience to  
benefit others

## GUY :

**G**reat

At

**U**nderstanding

**Y**ou

High Emotional Intelligence & Empathy is NOT Soft, Weak or Indecisive !

# Culture and Leadership

1. Culture starts with Leadership
2. Good Leaders make a positive difference
3. Anyone can lead - not just the boss or loudest person
4. Leadership begins with E
5. Dark behaviours lead to Toxic Cultures