

Top 10 Business Energizers Tips

Adapted from *Energize Your Business* by Ray Madaghiele

Get Clear ~ Get Organized ~ Get Going ~ Get Results

- 1. See Where You Are** — Many leaders are trying to run their organizations with “flat spots” that decrease productivity, produce inefficiencies, and impede growth. A strategic plan is vital for any start-up or seasoned business. It is like a trail map and compass for hiking in the wilderness. But to begin any journey, you first need to know where you are.
- 2. Remember Your ‘Big Why?’** — Knowing your core purpose keeps you centered on what’s most important—during good times and challenging times. The purpose of your organization is like the seed of an apple. No one knows the potential yield of your organization and how much can be produced in the lifetime of your company.
- 3. Infuse Your Culture** — Values are your guide for weathering ethical dilemmas. They become the fabric for weaving good sound decisions. Values should be at the core of all the decisions employees make. They show what your company stands for.
- 4. Know Your Business** — Clearly defining your mission helps you know what opportunities to say ‘yes’ to and which to turn down. Once you have created your mission statement, you will have defined the limits of what you will focus on as an organization. W. Clement Stone said “When you discover your mission, you will feel its demand. It will fill you with enthusiasm and a burning desire to get to work on it.”
- 5. Envision Your Future** — When you create a clear vision, it expands the collective thinking of your organization to encompass greater possibility and influence. A lofty vision is energizing. It excites everyone involved. It generates hope for the future. Walt Disney said “If you can dream it, you can do it.”
- 6. Do Some Soul Searching** — Warren Buffet said “In the business world, the rearview mirror is always clearer than the windshield.” When you understand your strengths, possible improvements, opportunities and challenges as an organization, you can chart the best course toward your goals and figure out the actions needed to reach your company vision.
- 7. Focus Your Energy** — What you focus on expands and grows stronger, so, focus your attention on your intention. Oprah Winfrey said “Passion is energy. Feel the power that comes from focusing on what excites you.”
- 8. Chart Your Course** — Companies that use strategic planning to set only financial targets are missing out on some of the most rewarding benefits and possibilities. Establish goals that will be inspiring and energizing, not just financial targets to achieve. Involve your employees in the process before you get too far down the path.
- 9. Prepare for Ignition** — Jack Welch said “When it comes to strategy, ponder less and do more.” Much of strategic planning is about building potential energy, similar to that of a rollercoaster climbing a hill, then kinetic energy takes over as the rollercoaster rushes down the hill—as you put your plans into action!
- 10. Keep the Energy Flowing** — Gain enthusiastic support and buy-in; involve ALL employees in the process; create clear understanding; keep the plan alive; practice transparency; communicate consistently and frequently; celebrate successes; deliver 24k Gold Service; measure your progress; ebb and flow with conditions.



Contact Ray to speak at your next event
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