

Looking for Growth? Do Less

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Can you 'gopro' your business or environmental organisation??

Do you ever feel in a race to offer more for less?

Marketing and media help fuel 'more for less'. But I love what GoPro did and how they created a Blue Ocean by offering less - a video camera with only 3 buttons - and as a result created 'more'.

As a business consultant I've helped many businesses and organisations become more effective and achieve amazing growth by offering less. And as a business owner and lover of creating 'new things', I've certainly fallen into the trap of adding more and spreading the business too thin!

The book 'Good To Great' by Jim Collins identified after 5yrs of research that an essential ingredient for creating a truly great company was to be brutally honest about what the company COULD be great



at, not what their ego's WANTED to be great at.

LOOKING FOR GROWTH?

If you are looking for growth or to improve overall customer satisfaction, try cutting out some services or products. Focus on what you are (or could be) truly very very good at delivering.

Are there services or products that are a struggle for you to deliver? Be honest. Or take up your time and money to fix or soothe unhappy customers? Or worse, unleash a negative word of mouth cancer amongst your customers so you never receive referrals? Perhaps its time to cull them? Tip: you can do a SWOT analysis on each service or product (and include the annual profit it delivers) to help weed out the duds.

INVOLVE THE TEAM

Rather than brainstorm with the team what else you should be offering to keep up with the competition and then spending time and money on rolling that out, try brainstorming a list of what you do really really well (as confirmed by customers, not just you). Put it on a white board or flipchart. Reflect on it. Analyse it. Discuss it.

And then play a game of imagining how you could deliver that product or service even better or for more customers - if you focused on it. Discuss that with the team and see where it takes you.

Examples I've experienced include:

- Delivery time of one week but after reducing offerings it became 1 day and blitzed the competition;
- Quality was average and the business was competing with the masses with low margins, but with a narrower focus, quality increased and so did the margins and they were able to sell less but make more \$.
- A narrower focus resulted in better service which generated happier clients - in fact the business was now

able to 'wow' the clients and that created huge free word of mouth promotion. Imagine how much more enjoyable that was for the business owner and it reduced their marketing costs and time spent cold calling and 'begging'.

In my experience we are a species that likes to add complexity to things. The result is a lot of unnecessary stress and worry in business. If you are looking to try something new, experiment with some internal reflection and analysis and see what you can REDUCE rather than ADD.

Have a great week!

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