

BD101 – Core Focus Model

Who's it for?

Anyone that gets distracted by the next 'shiny thing',
has trouble staying focused or focusing the team

This lesson will give you:

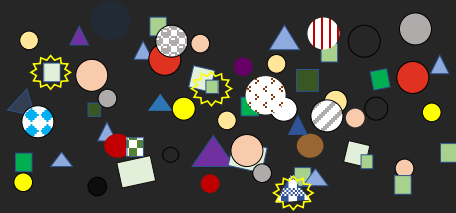
- A new way to prioritise what to focus on
- A strategy to keep you moving forward with the most important tasks
- A useful way to communicate priorities to the team

DLennon 2017



What to Focus On?!!

DAVID LENNON



DAVID LENNON





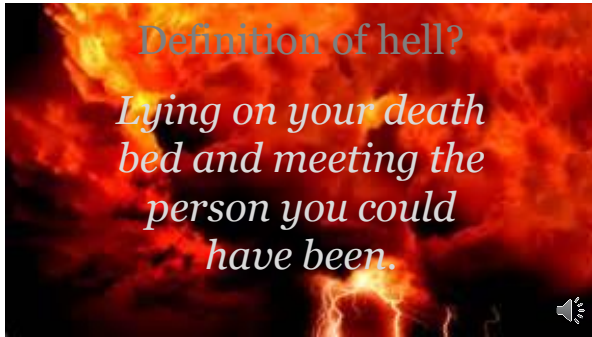


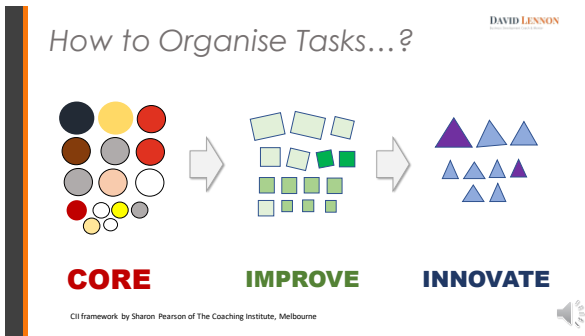
DAVID LENNON

**The
result?**











CORE

- The fundamentals necessary for your business to operate profitably
- Non-negotiables
- The actions that make you money, that generate leads, convert and deliver
- Essentials of good customer service
- Essentials of good accounting
- Essentials of good team management and leadership

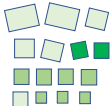
DAVID LENNON

Only when CORE is taken care of do you move on to IMPROVE!


DAVID LENNON

IMPROVE



- What is a priority to improve to take the business to the next level?
- Systems? Procedures?
- Website?
- Marketing collateral?
- Marketing in general?
- Equipment or building improvement
- Improving the product or service

Note: improving isn't fixing what should already be good! That is considered CORE.



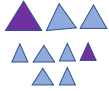
DAVID LENNON

Only when CORE and IMPROVEMENT is taken care of do you move on to INNOVATE!




DAVID LENNON

INNOVATE



- New widgets, new services
- New processes
- New markets, new opportunities
- Blue Ocean
- R&D

Note: innovating tends to be the most expensive and slowest to deliver. Keep this in mind. If your CORE is not taken of – you could go bankrupt! See my module on Innovation.



DAVID LENNON

Applying **Core Improve Innovate** in Your Day



DAVID LENNON

TIME PERIOD _____
OR PROJECT _____
OR PHASE OF THE BUSINESS _____

CORE actions, tasks	Improvement actions, tasks	Innovation actions, tasks
?		
?		
?		
?		
?		
?		
?		
?		
?		



**Reflect on what
you are
currently
doing...**



Image: Synergy Kinetics

DAVID LENNON



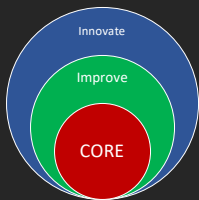


Do You Need to Delegate?

- Not uncommon to realise time is taken up by non-core tasks that someone else can do.
- Or tasks you are just not skilled to do.
- Offload non-core tasks, progressively if you have to. Hire/contract relevant experts.
- Keep everyone else informed as to what Core Focus is for the week, month, quarter etc.

DAVID LENNON





DAVID LENNON



DAILY OR WEEKLY TO DO LIST

DAVID LENNON

Priority	CORE actions, tasks	Done?
?		
?		
?		
?		
?		
?		
?		
	Improve actions, tasks	
?		
?		



Catch Yourself Throughout the Day Monitor the Team

DAVID LENNON



Remember...as a general rule of thumb:

DAVID LENNON

CORE first...get that sorted in your business or job, and running well, then look at how to **improve** things...and then lastly look at **innovating**.



DAVID LENNON

Exception to the Rule?

- There is always an exception to every 'rule'
- Can 'Improve' or 'Innovate' become the 'Core' focus? Yes...
 - When your market becomes **saturated** and you are competing on price
 - When growth has **stagnated**
 - When there is a **change** in what your target customer wants or needs

 There is a wrong way and a better way to innovate. Innovation can waste a lot of time and money if not done correctly. See my module on innovation or contact me for help prioritising what to improve first or how to best to innovate.



DAVID LENNON

Been a pleasure...

Download the slides here:
www.davidlennon.com.au/bd101-core-focus-model

Want more info? Other lessons? Private session? Contact me at:
david@davidlennon.com.au
 +61 400 502 471
 Melbourne, Australia

Why not book a lunch & learn session?