

WORK BOOK THREE

PERCEPTION AND ONGOING

UNDERSTAND WHY PERCEPTION IS IMPORTANT

FOR THE DEVELOPMENT OF YOUR BUSINESS



COACHING ACADEMY SPECIALIST
Where Small Businesses Grow

Perception And Ongoing

To get this Policy started, take a sheet of paper and down the left hand side write the word **P.O.L.I.C.Y.**

We are looking at the letter P.

Now with this we have the foundation for a reliable system or procedure. With this you will have staff who are confident, self-assured and enjoy their work.

Without this, the system will fall down and lapse into dis-repair causing a complete lack of harmony and damage to the morale of the work force.

What we are talking about here is; **P. for Perception.**

What do I mean by Perception? What I am talking about is understanding.

It is critically important that we don't just get the staff to "Do as I say". They need to understand not only 'HOW' to complete the task but 'WHY'. Take the time and the trouble to explain the importance and significance of this simple task or 'cog' in the complete wheel.

Assume that the staff may not fully grasp all that you say first time and be willing and patient to explain it many times over.

To know you must understand.

To understand you must have an intimate awareness of what conditions are truly present. What people know and what they don't. What people do and what they don't. What people want and what they don't.

What I'm talking about here is: Do you remember when you learned to drive a car? If the instructor said, first of all you press this pedal on the left and then this pedal on the right and when I say so, you must immediately press the pedal in the centre with your right foot and never with your left foot.

Don't you agree that it is always best when people fully understand what they are doing?

Tell me, are you ready to invest the time with patience in getting the staff to understand? Some people will ask "What if you invest all this time and money training the staff and they leave?" And I say "What if you don't train them and they stay".

The Next Step In The Stress Free Work

P.O.L.I.C.Y. Is “O”

Having established a sound understanding of the Policy, the next step is just as important.

With this you will have discipline and control, you will have continuity and reliability.

Without this you will have anarchy, inconsistency and deep frustration.

We are talking about O for “On-Going”

What do I mean by “On-Going”. I am talking about sustaining the policy or system. Having worked out and designed the very best system, we need the staff to work to it. As much as we appreciate their intelligence and imagination, when it comes to maintaining and sustaining reliable systems, we need the staff to uphold the approved system on an ‘On-Going’ basis.

It is now the job of the manager to ensure that this system is sustained and ‘On-Going’

Can you imagine, having trained the new “Learner Driver” you notice that when they try to slow down they use their left foot to put on the break. And when you warn them of the dangers they respond with “ as I only use my left foot when changing gear in traffic, I prefer my system where I use my left foot for breaking and then I am ever ready to accelerate with my right foot”. When you have staff who prefer their system to your system, you have to nip it in the bud and insist on sustaining the system or Policy on an ‘On-Going’ basis’.

Wouldn't you agree that to have six members of staff employing their own different system to the same task would sound crazy? Do you agree that this is critical in all areas of your business? Would you agree that if the system is good enough for you, it should be good enough for everyone else?

**DON'T FORGET TO WATCH THE
“PERCEPTION AND ONGOING” VIDEO.**