

WORK BOOK FIVE

# CHANGE AND YIELD

HOW TO COMPLETE THE TOTAL TRANSFORMATION OF

YOUR SYSTEMS, PROCEDURES AND POLICIES



# COACHING ACADEMY SPECIALIST

## Where Small Businesses Grow

## Change And Yield

We next move on the penultimate rule in the P.O.L.I.C.Y. i.e. **C**.

With this, it shows how progressive the company really is, it demonstrates courage and forward thinking and an enthusiasm for all that goes with the 21st century.

Without this you will fall behind your competitors and fail to take advantage of the technology and innovation which is at your disposal.

### **We are talking about C for CHANGE**

What do I mean by CHANGE?

I mean total transformation of our systems, procedures and POLICIES. There was a time when Accountants were hired because they were good at mental arithmetic. We then got calculators.

There was a time when “Water Carriers” played a hugely important role in the city of London, until they decided to lay water pipes.

Every street corner in the cities and towns of the western world had to have a Payphone, which were frequently vandalised until we got Mobile phones.

Are you using the Internet, iCloud, Social Media, Engineering, Transport, Communication and Technology to their full potential?

Just as we have rules for improving our systems we must have rules for **CHANGE** and total Transformation. We must have rules on Who, How and When these massive reviews and Changes are made.

Have you got the courage to accept that a complete **CHANGE** and Transformation may be essential?

## And The Final Cog In The Stress Free Work P.O.L.I.C.Y. Is “Y”

With this ‘Y’ it will determine how profitable and efficient your business is.

Without it you may have beautiful Systems, Procedures and POLICIES but are running on empty. You may be working at a loss. You might be like the guy in the rocking chair, lots of movement but not getting anywhere.

### **We are talking about Y for YIELD**

What do I mean by YIELD? I mean what are we achieving? What are the gross and the net results? This is the acid test of our systems and procedures.

I ask you “If Henry Ford discovered that having invented his Model T Ford that horses were still faster, more reliable and better value for money, would his car have been a success?”

If you had a bike shop at the bottom of the Alps and had a fantastic selection of totally reliable bikes of Olympic standard and without brakes or gears, would you sell any?

If you had a massive presence of shops in the high street and were successful at securing a fantastic footfall of customers, who loved your staff and your products, but because you did not have an Internet presence, your customers purchased from your competitors.

**YIELD** is all about reviewing your objectives and then checking on your performance.

If the results obtained, fall short of your target then you will have to consider adjusting your **YIELD** objective or adjust your Systems, Procedures and POLICIES or some of each.

**DON'T FORGET TO WATCH THE “CHANGE  
AND YIELD” VIDEO.**