

Stuff That Works At Work

Chapter 7

“Stories”

Take Action

Stuff That Works At Work

Chapter 7 Take Action: Content

- Review your top three priorities at work. Develop a table that lists them and answers this question: why is each priority important to the industry, company, customers and your team? Ask others for their input and incorporate their thoughts into your table.
- Next, write a small paragraph that explains why each priority is important, distilling the information you gathered above.
- Take your table from above, incorporate your paragraphs and write a one-page story that explains what your department is focused on and why. In the end, it should be a brief story of what you and your team are all about.
- Invest time on Stuffthatworksbooks.com to find ways others have made collaboration work for them

Stuff That Works At Work

Chapter 7 Take Action: Action 1

Review your top three priorities at work. Develop a table that lists them and answers this question: why is each priority important to the industry, company, customers and your team? Ask others for their input and incorporate their thoughts into your table.

ACTION

Remember this is being done to build a story you can tell to others.

By engaging others you are testing the waters and building support for your future efforts. I have always found that multiple eyes on the material also makes it better and more robust.

The activity will also build your network and helps you promote yourself and your team. Engage others do not be an island unto yourself.

Keep it simple.

EXAMPLES

Priority	Why Is It Important			
	Industry	Customer	Company	Team
New Items	Drives Growth	Fill Needs	Growth	Bonus
Improved Supply	Improved Consumer Satisfaction	Product available when wanted	Improved Share	Fewer customer complaints
Lower sales cost	More funds to invest in advertising	Less costly products	Improved Profits and funds to invest	Job Security

Hey Tim,

Thanks for reviewing my priorities. Your thoughts on their impact in the industry is greatly appreciated.

I also enjoyed our conversation regarding how they contribute to the companies goals.

I look forward to our lunch next week and hearing about your teams priorities.

Thanks,

Joe

Stuff That Works At Work

Chapter 7 Take Action: Action 2

Next, write a small paragraph that explains why each priority is important, distilling the information you gathered above.

ACTION.

Some people deal well with tables but others do not. A written paragraph will bring clarity to your thinking. It is critical to the process.

I always try to write a story that will work with a 5 year old.

I strive to keep it simple, direct and not reliant on industry knowledge.

At this point I am writing to a general audience. A general audience includes all the groups identified in the table. This story will play equally well at an industry conference, a customer call, a company meeting or your own team update.

The key here is to include the facts but strive to make it interesting. Focus on what's in it for them.

EXAMPLES

NEW ITEMS

New Items are the life blood of the industry. They drive growth by bringing new consumers and retaining existing consumers . Customers count on them to better meet their needs. Our company needs them to grow. Our team counts on them to earn bonus. New items allow allow us to thrive!

LOWER COSTS

Lower sales costs fuel company investment which drives lower cost products and increased advertising. This in turns drives industry growth. Lowering sales costs is a key to driving growth for all to thrive!

IMPROVED SUPPLY

Improved supply is critical to insuring customer satisfaction throughout the industry. Customers demand product availability and reward it with increased sales. These sales drive our share and position in the market. This share growth can then be leveraged by our sales team which is no longer dealing with customer complaints due to a lack of supply. Improved supply helps us thrive!

Stuff That Works At Work

Chapter 7 Take Action: Action 3

Take your table from above, incorporate your paragraphs and write a one-page story that explains what your department is focused on and why. In the end, it should be a brief story of what you and your team are all about.

ACTION.

Now you pull it all together.

This becomes your elevator speech. Your quick story about how you and your team add value.

You should use it often. Tailor it for any audience and use it constantly.

EXAMPLES

SALES DEPARTMENT

The sales team is focused on three priorities this year we feel will allow us all to thrive.

First we will drive new item success, This will grow our top line and bottom line. It will bring new consumers to the industry and allow our reps to increase their bonus pay out.

Second we will focus on improved supply which will greatly reduce customer complaints. This in turn will free up our time to drive sales creation which will drive share growth.

Third we will focus on lowering our cost of sales. We have several initiatives which will increase productivity while reducing our costs. This will create funds to drive lower prices and increased advertising which will drive share.

We have great expectations for these plans and will stay true to these priorities .

Stuff That Works At Work

Chapter 7 Take Action: Action 4

Invest time on Stuffthatworksbooks.com to discover more ways to add fun to daily office life.

ACTION.

This is an easy one.

I believe that each of us can help someone else.

There is so much to know and to experience. You just can not do it on your own. So the best way forward is to share and learn from each other.

Technology makes this so easy today. That is why I built the web site Stuffthatworksbooks.com.

It only reaches its potential if you join in and add the stuff that works that you have found. Please make a contribution today. Help others find the Stuff That Works.

Others have already shared their stuff that works so be sure to check the site often as there is probably something to improve every area of your life.

The community is waiting and growing. I hope you will join in and make a positive difference.

Thank you!

EXAMPLES

CONTRIBUTE

It is easy to share your Stuff That Works.

Simply click on “Contribute” from the main menu.

Then select “Submit an Idea”.

Easy!

Learn From Others

It is easy to Learn Stuff That Works from others.

Simply click on “Contribute” from the main menu.

Then select “Search for Stuff That Works”.