

4 Choices

that Successful Business Leaders Make

Your success is directly related to the choices that you make both in your personal and professional life.



What choices are successful business leaders making?

Here are four choices that successful business leaders make to produce consistent results:



1 - Get The BIG Picture And All Else Will Follow

A vital part of your success is having a vision as to WHAT you want, and more importantly WHY you want it. The key is not getting caught-up in the details. Big-picture thinkers are comfortable with uncertainty. Successful business leaders have a high success rate in anticipating changes, and responding to them quickly. They look at things from a broad scope and are able to deal with the many conflicting thoughts that come to mind. They are willing to deal with and expect the complexity and diversity of ideas. If we understand the WHAT and WHY the HOW often clarifies itself in the doing.

Dr. John Bennett

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2 - Set SMART Goals

It's difficult to hit a target that you can't see. SMART goals help bring the clarity needed for success. You've heard the old saying that "Specific is Terrific." Setting SMART goals brings specificity. Successful leaders state specifically what the outcome is that they are trying to achieve. They ask the question, "How am I going to measure this outcome?" Successful leaders also make sure that the goal is achievable. Is it within the reach of my organization? They then determine if the goal is realistic. Do we have the people, product and procedures to obtain this goal? If the answer is no, then how do we obtain The 3 P's of Success to reach our goal. Lastly, successful leaders make sure their goal is time-based.

At times a BIG goal can seem overwhelming. Using SMART goals helps you to chunk down the major outcome into doable steps. Let's say a business wants to increase its gross collections by \$100,000 in one year. If we chunk that goal down it becomes \$25,000 per quarter, even further \$8,334 per month. If we are looking at a 6 day business week that now becomes \$333.36 per day. If you look at your business hours as morning and afternoon it now becomes a goal of \$166.68. Little victories lead to big victories!



3 - Plan Your Work And Work Your Plan

Successful business leaders use their SMART goals as a structure or plan to arrive at their destination in terms of a short, medium and long term approach. The best strategy is to align short and medium term plans with a long term strategy. Successful leaders don't get caught up in micro-managing the day to day operations. The first choice is to create an effective plan and the second choice is to work the plan – become great at executing it!



4 - Evaluate Every Experience And Apply What You Learn

Successful business leaders learn from their experiences. Experience is not the greatest teacher; evaluated experience is the greatest teacher. They evaluate every experience and ask the following questions. What worked well? What should we do more of? What didn't work so well? What do we need to modify? Both positive and negative experiences can bring clarity to the Big Picture. Make a choice, take some chances and evaluate every aspect of the outcome.

If you're ready to take the next step in becoming the successful business leader you know you can be, give me a call today.

I'm ready to help you on the path to success.

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