Routes To Change

If you are running a business and it is going well, you may be doing these things already. But many successful enterprises have achieved their goals without knowing that they have done so using 'visionary' principles. To sustain any enterprise beyond the forethought of the originator, the principal architect or entrepreneur, the organisation has to embody some fundamental core values in the employees that come after the initial group has grown up or exited the group.

Here are some basic questions with suggested answers that will quickly establish a 'vision' for your company.

Q: How does a company become visionary?

A: **First establish your core ideology - Tell everyone in the company what this is....get feedback, so you know they understand what you know.**

There should be no more than five or six core values. (Don't confuse strategies with core values). Strategies come and go, core values will survive you.

Once they are clear, feel free to change anything that does not have a direct impact on them.

7 Geese Blog

Q: How does establishing core values help the staff?

A: **If each core value has a direct relationship with the purpose of each department, then individuals can focus on their particular core value on a regular basis. It gives the staff something to aim for and a greater sense of purpose.**

Apple Heating

Q: Can introducing core values into the company be effective at this point in time?

A: As long as department heads are given the authority to make decisions about how things are done, in order to achieve their core value(s), then the change **will be accepted and acted on immediately. Introducing change together with empowering individuals,** can take place at any time during a company's growth. It just takes a decision.

Your Oviedo Dentist

Q: How long will it take to implement the changes necessary to grow the company?

A: A noticeable change, in staff attitude to work, will be seen about three months from the publication of the core values.

Harvey Nash

Q: What are the steps to take to achieve a total company focus?

1. Ask all staff to e-mail what they believe to be their role and <u>reason</u> for their job. (Many of the answers will be ideological and not what is actually happening).
2. Gather the answers by department.
3. Write down separately, your own core values for each department.
4. Compare those to the answers given by staff - be prepared to discard yours in favour of a more focussed answer.
5. Publish your five or six core values to the staff, and at the same time empower the department heads to identify the value(s) that most relate to their department.
6. Set timescales to implement the changes required to achieve the core values.
7. Monitor the changes and have frequent (once a week) meetings with department heads to provide feedback.
8. Measure the changes by comparing the number of complaints, the increase in profit, the size of turnover, the number of perceived mistakes etc.

Teohong

Some example core ideologies:
   a) Being on the leading edge of technology.
   b) Individual responsibility and opportunity.
   c) Respect and opportunity for its people.
   d) Affordable quality for customers.
   e) Tackling huge challenges and risks.
   f) Integrity & ethical business dealings.
   g) To 'eat, breathe and sleep the world of the Internet'.