

The seven (and a half) essential hacks for business excellence
(that you can implement immediately)

**People who don't take risks generally make about two big mistakes a year.
People who do take risks generally make about two big mistakes a year.**

Peter F. Drucker

The back cover of the book "Dive In – Lessons learnt since business school" says that:
"Sometimes you just need to DIVE IN.

Business does not have to be complicated. Business can be simple.

Take a breath, dive in, and adjust the course while you are moving. "

Seven (and a half) ideas from the book are summarised here. It is about looking at simplifying business and making our lives as entrepreneurs. These are some ideas you can implement immediately in your business to continue on the journey to excellence.

Never ask staff to do anything you would not do

- Leaders don't need to do everything as its not efficient
- Leaders need to understand HOW to do everything and demonstrate to the team that they can and would do a specific task if necessary
- By being willing to do any task, a leader demonstrates the importance of all tasks in achieving business goals and excellence.

People get promoted to a point of no return – so keep them challenged

- Make your workplace interesting and challenging
- Keep team members engaged by finding unique and interesting tasks

Find the blue ocean and swim in it (or work smarter not harder)

- A great read (Blue Ocean Strategies by Maubane and Kim)
- Find your blue ocean of uncontested market space
- Sometimes the blue ocean is a small niche market
- Even in generic and commoditised markets – there is always a blue ocean

The seven (and a half) essential hacks for business excellence (that you can implement immediately)

Have a relaxed office environment – Have a serious office culture.

- Build an office environment that allows people to relax and be themselves
- Contrast that with the serious nature of business and the need to deliver on brand promise
- Don't only focus on achieving performance measures – watch the soft side of business.

Communication is king. Long live the king

- The biggest customer complaint is always a lack of communication
- Every team member needs to understand the importance of communicating correctly – and this is not an inherent skill – it needs to be explicitly taught
- Communicating, even bad news, makes clients feel acknowledged.

Give up control to gain control

- Business managers need to focus on high revenue generating areas
- Empower team members to make decisions and manage some of the “daily grind”
- This allows leaders to gain control of their time and productivity.

Keep it simple – if its bite-size you can't choke

- Don't overcomplicate processes and procedures
- Workflow should be 1 page and no more.
- Find systems that work manually before implementing technology versions

The whole truth and nothing but the truth (The Extra half)

As simple as it sounds, being truthful all the time in dealing with everybody is a challenge. Often we slip into the all-too-easy trap of stretching the truth, like shifting blame to others. This links closely with the key focus of regular communication. If we communicate and everyone knows what is happening, then the truth is self-evident.