

What It Takes to Remain Competitive

You're good at what you do. Perhaps you're even better than most competitors, but what does it take, for an individual or a business, to remain competitive in a constantly evolving marketplace?

To survive, an org (or an individual) must do four things well:

- ✓ **Attract and retain high-quality resources.**
- ✓ **Attract and retain viable customers.**
- ✓ **Encourage activities that improve profitability.**
- ✓ **Continually improve the performance of assets.**

These activities all rely on a common factor. *Can you guess what it is?*

To attract and retain the right talent and/or customers, you need to use personalized appeals in the right medium with the right frequency.

Knowing which actions to encourage, or how to evoke them, can be tricky stuff.

A nuanced approach is also required when tweaking operational performance, if you want to avoid worker turnover.

The fact is, to remain competitive (to be successful in all four activities), an org needs mechanisms in place that enable it to gather and analyze data, so that effective strategies are discernable.

Effective decision making requires timely, relevant, reliable **analytics**.

This seems obvious, yet "areas for improvement" invariably exist. For example, communicating too frequently can drive away loyal customers (or friends).

Other areas that often need improvement are corporate initiatives, such as:

- **Leadership Development**

- ☹ Are enough workers and managers taking advantage of formal learning opportunities?
- ☹ Is feedback a two-way street in your org, or one-way only?

- **Lunch & Learn - Presentations by Subject Matter Experts**

- ☹ Do enough people seek informal learning opportunities?
- ☹ Are SMEs reluctant to share knowledge or offer insights?

- **Employee Activity Events**

- ⊖ Do too many workers ignore or avoid bonding opportunities?

- **Culture of Innovation**

- ⊖ If events or contests are held to foster creativity or collaboration, does the "culture" continue to thrive afterward, or does it fade out?

- **Internal Social Network or Collaboration Tools**

- ⊖ Are active participants perceived as being "not busy enough?"

- **SMART Goals** (Specific, Measurable, Attainable, Relevant, Time-bound)

- ⊖ Do managers see the focal review process as a "time suck" rather than as a productive process?

- ⊖ Are workers who are brave enough to ask their boss to take the time to actually follow HR guidelines perceived as a problem?

- ⊖ Is everyone just pretending the process works, but they know better?

If your corporate-wide initiatives are struggling to achieve or maintain desired adoption or engagement levels, the good news is, you're not alone!

The Standish Group's 2011 CHAOS report estimates that 21 percent of all enterprise software initiatives fail, due to lack of employee use and engagement.

So then, **what can be done** to more effectively attract and encourage high-quality workers to perform in ways that improve both your org's profitability and its operational performance?

Harebrained Schemes consultants can help you design and implement scientifically proven mechanisms that motivate workers, partners, and customers to make desirable choices more often.

Leverage our cutting-edge engagement expertise to improve your top, middle, and bottom lines:

- ✓ ***Discover where and why changes are needed.***
- ✓ ***Guide teams thru deep analysis of key objectives.***
- ✓ ***Gather appropriate supporting data.***
- ✓ ***Develop a plan to implement cost-effective, customizable mechanisms that enable significant, lasting improvements.***