



Breakthrough Ideas

Performance Management... The Key to Producing Results

Ever see a good new product or strategy fail?
Did you wonder why?

Even a great strategy or product/service offering will under-perform if the team does not execute!

Executing well requires that the key players take the necessary actions.
To do this, they must be bought in.

Making the New Solution/Approach Successful

A. Sell the Urgency of the Problem

- Do they (the internal people, customers impacted) believe that you are solving a big enough problem that needs to be solved at this time? They need to get “we need to do this!”
- Without scaring them into a state of shock, they need to see how the problem is impacting them and the business. Is it disrupting your ability to make sales, deliver the product or service and/or satisfy your customers?
- Identify the prospects who know they need to solve this problem NOW. Show how important this is to other prospects.

B. Sell the Solution

- Make sure you have the necessary internal sponsorship and leadership support.
- Over communicate- 10 times more than you think should be necessary.
 1. Explain the purpose, logic.
 - How it resolves the issue(s) above.
 2. Paint the vision.
 - How this helps your people, partners, customers achieve an important goal.
 - Show how this is better than your previous solution and better than the (competitive) alternatives.
 3. Provide a step-by-step plan that shows how to get there.
 4. Explain each person’s role and contribution to the effort.

C. Manage the Transition

- You must be willing to do what it takes to make the change. This includes spending time and resources to make it successful.
- Make sure people have the methods, skills, support people and infrastructure/tools to implement the new approach.

- Understand and respond to initial challenges.
 - Resistance to change- show the benefit, provide support.
 - Resistance to accountability- show how it is necessary to achieve the goal.
 - Fear of Failure- make it OK to try and fail- but not repeat the same mistake.
 - Team issues- keep an open door, use people the team respects to lead the transition.
- Reinforce the launch.
 - Be consistent.
 - Create and use a symbol of the new solution/approach to make it easy to refer to.
- Have clear measures of progress.
 - Set SMART milestones (Specific, Measurable, Achievable, Relevant and Time-bounded).
 - Have clear metrics that are reviewed regularly.
- Identify short-term win candidates. Put plans in place to work on each and win them quickly. Internally publicize these early wins.
- Reward people who adopt the new approach. Show how it is positively impacting their results.

Feel free to contact me to discuss successfully implementing a new program/approach.

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Accelerating Revenue Generation