

ARE YOU ACTING ON YOUR VISION?

VISION, MISSION, VALUES, GOALS.

Is there something preventing you from acting on your vision?

What's your vision for the future of your company?

Not having a vision for your company's future is no one's fault but your own.

Don't be afraid to ask yourself these questions: What is your purpose for being in business? What are your goals for the next three months? What needs to get done so that you can say that it was a successful period? What are the roles and responsibilities of the people in your organization to meet your goals?

You have to come up with answers to these questions otherwise there will be no accountability and without accountability results are a matter of luck.

But having a great vision and mission is only important if you know how to execute. I don't know about you but I'll choose to do business with a well executing company over a visionary one any day!

BE TRUE TO YOURSELF.

The first step to taking the vision of where you want your company and making it a reality is facing your own fears. Once you face your fears and admit them to yourself then you can begin coming up with some ideas on what the future of your company will look like.

Put your vision down on paper, announce it to your organization, and use it to guide the decisions you make. By making your vision known makes it possible to hold your employees accountable.

You can't hold people accountable for things that aren't clear.

HOLD YOUR PEOPLE ACCOUNTABLE.

The total and complete purpose of managing anything is to guide and direct the company's activities in order to achieve its fullest potential.

What I can tell, many business owners share a lot of the same problems. They work very long and hard taking their business up to a successful state, bring in employees to help with the work-load then don't hold those employees accountable because of being afraid of becoming unpopular.

But more importantly they don't bother being clear about what they expect from their employees because they are afraid of being wrong.

It makes me laugh to see business owners not making decisions because of not having the “Perfect Information”. They let things hang out there ambiguously without making clear and timely decisions because they don’t want to be wrong. So they wait and wait until spectacular results are the outcome.

CHOOSE CLARITY OVER CERTAINTY.

If you’re unwilling to make decisions with limited information you can’t achieve clarity. Make clarity more important than accuracy. Remember that your employees will learn more if you take decisive action than if you always wait for more information. If the decisions you make in the spirit of creating clarity turns out to be wrong, when more information does become available, change plans and explain to your employees the reasons why. It’s your job to risk being wrong. The only real cost to you is the loss of pride. The cost of not taking that risk is paralysis in your company.

It never ceases to amaze me how otherwise brilliant business people do not fully understand these concepts and apply these very simple principles.

The three words that are the most powerful a business owner can say is, “I was wrong.”

But it goes much deeper than that. The thing to remember here is to not say these words apologetically. Say it like you are proud of it. So what if you messed-up? Make another decision and change directions. If you can’t be comfortable being wrong then you won’t be able to make tough decisions with limited information.

OWN YOUR DECISIONS.

Some business owners fear being wrong so much that they wait until they are absolutely certain about something before making any kind of a decision. It’s like being paralyzed and if you’re paralyzed your dead.

Don’t feel guilty about your decisions. You can’t move forward in the face of uncertainty if you’re not willing to make mistakes. Go ahead, make a move. Any move. Just create an action. In the military they teach you that any decision is better than no decision. Make a decision and run with it. If it’s the wrong decision you will quickly notice that it was the wrong move to make and you can change it on-the-fly. Just keep a level of awareness of what’s going on because the last thing you want to do is get caught up and stuck in a bad situation.

Gradually, with lots of practice and through trial and error you will make fewer and fewer mistakes skyrocketing your success and bringing your business to the next level. In fact, you will notice that you will develop an amazing ability to make good decisions without having all the necessary information. This will make you look very intelligent to your peers.

SUMMARY

One of the most subtle but powerful challenges you will face as the leader of your company is the ability to avoid getting trapped by the daily complexities and details of your organization. To rise above that challenge you must learn to resist the temptation of choosing certainty over clarity.

Even if you're willing to hold your employees accountable you may often feel reluctant to do so because you may not think it's fair. And that's because you haven't made it clear as to what your employees are accountable for in the first place. Make them clear. Don't feel the need to make correct decisions to achieve certainty.

Many business owners, especially the highly analytical ones, want to ensure that their decisions are correct which is impossible to do in a world of imperfect information and uncertainty. Leaders with the need for precision and correctness often postpone making decisions and fail to make clear what is expected of their employees. Don't provide vague and hesitant direction to your people in the hopes that they figure out the right answers along the way. The chances that they will produce the results that you're looking for will be very slim.

In the words of St. Francis de Sales, "Do not lose courage in considering your own imperfections, but instantly set about remedying them."

- DJM



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