

## The Three Ps of Growth by Sherry Knight

Every business has three main components which lead to success. **P**eople, **P**erformance and **P**rofits make the difference in every business. You have people who keep everything working and your customers happy. They are your strongest and most valuable asset. Without them, nothing happens!

A large international firm was concerned about one of their subsidiaries, and looked for external support for the CEO. This person was brilliant, and a great marketer. The firm was growing at an enormous speed. The unfortunate part was the company's poor ability to retain staff and turnover was terrible. People would come, people would go. Only a few stayed more than a few months.

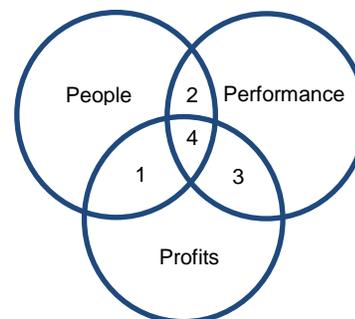
With feedback and support about communication processes, the CEO began to see how his behaviours caused people to leave. A plan was made with the CEO to focus on people which took time and great effort on his part. Ultimately, retention improved.

Many people think about the Golden Rule – treat others the way you would like to be treated. This is good, yet, most people want to be treated the way they want to be treated, not the way you want to be treated. They simply want to be treated the way they want to be treated.

The 3 Ps are **P**eople, **P**erformance and **P**rofits. The success of your business relies on these three elements. By helping your people increase their performance, you and they, are working towards increased profits.

A company realized they needed a Chief Financial Officer (CFO) to keep the company properly poised for success. In hiring the right person for the job, the president was able to focus on other aspects of building the business. And, at the same time the CFO was focused on helping the various departments increase their focus. Together they have brought new developments to the company which resulted in new profits.

Figure 1: People, Performance and Profits



1. No performance – you're on a sinking ship.
2. No profits – you're running on empty.
3. No people – you're on a treadmill of constantly hiring and training.
4. You're in the zone of success.

Success truly comes from the correlation between **P**eople, **P**erformance and **P**rofits. When you have the right people in the position and you have provided learning and practice to improve performance then, and only then, will you see profits soar.

How does an organization explore the value in its people and their performance? You must have the right people, with the right performance. Thus we will explore **P**eople, **P**erformance and **P**rofits. It all starts with:

## **People**

- Hiring the right people  
Yes, check for credentials and technical ability - however, the real value when you hire is ensuring the new employee fits the culture of your organization - without fitting the culture the best hire will fail
- Treat people the way they want to be treated  
Remember to provide people with the right information about the expected outcomes and then let them know when they are doing well and provide feedback about how to improve the outcomes

## **Performance**

- Help people with their career plan
- Let people know the expected outcomes and time frames
- Let your people know when they are doing things right
- Help people by training them so they know the right way to do things
- Leave people alone to do their jobs
- Abolish the yearly performance appraisal and instead something quick and easily done on a monthly basis – remember, it's about achieving goals

## **Profits**

- Remember, it's the outputs from your people that bring profits
- Profits include additions to top line revenues and bottom line profits
- Great customer service strengthens your customer relationships and makes them more loyal to your business
- Making your business a great place to work helps to retain your best employees and they will continue to generate profits in the future

Growth needs profits. This is the only way a business can stay in business. It allows you to reinvest more money into research, training and sales. With these steps, you can create the skill and the atmosphere for growth. This is how you align **P**eople, **P**erformance and **P**rofits!

Start today! It is imperative you do if you want your organization to grow.

If you would like more information on how to implement this concept in your organization and improve your bottom line, contact Sherry Knight at (306) 586-2315 or email her at [sherry@dimension11.com](mailto:sherry@dimension11.com).

# SHERRY KNIGHT'S PERFORMANCE BOOSTER ASSESSMENT

This diagnostic tool will help you analyze the current state of your organization by examining your people, performance and profits. With this information a plan can be developed to help you enhance performance and profits.

Simply rate your organization on a scale of 1 to 10 (1 is low and 10 is high) as you respond to each question. Your responses will allow us to help you assess the nature of your organization right now. With this Sherry Knight and her team can provide you with information with which to build your organization.

## PEOPLE

1. How effective are you at attracting the right talent for your organization? \_\_\_\_\_
2. How effective are you at retaining and developing this talent? \_\_\_\_\_
3. How capable is your management team to run the organization without you? \_\_\_\_\_

## PERFORMANCE

1. How well are you increasing performance and productivity? \_\_\_\_\_
2. How much can you increase capacity and speed with your current staff/equipment? \_\_\_\_\_
3. How effective is your sales force at generating new and repeat business? \_\_\_\_\_
4. How effective is your staff at operations? \_\_\_\_\_

## PROFITS

1. How effective are you at increasing profits per employee? \_\_\_\_\_
2. How effective is your net profit as a percentage of total sales? \_\_\_\_\_
3. How effective are you at generating profits from new ideas vs. what you have always done? \_\_\_\_\_

Total \_\_\_\_\_%