

## **STRATEGY # 5 - ELIMINATE HASSLES**

So far we have discussed how to create an effective organizational structure, put the right people in the right roles, and train and develop them within the context of an inclusive, creative culture. But even well-trained people in a great environment can't create magic if they don't have sound processes for getting the work done right. Every organization is run by processes.

Whether they're called rules, procedures, policies, or operating guidelines, processes define how employees should interact with other people – coworkers, customers, and external business contacts – as well as with the physical environment and technology in order to accomplish specific tasks in the best and most efficient way. Effective processes make the routine things run smoothly and consistently, freeing employees to do the extra things that can turn a good organization into a great one. Ineffective processes, on the other hand, create chaos, confusion, and hassles lead to alienated customers and frustrated employees.

You ignore the details at your peril. If you really want to maximize the potential of your employees and the satisfaction of your customers, the last thing you want is to subject them to hassles caused by bad procedures. One of your responsibilities as a leader therefore is to identify process problems and act as quickly as possible to fix them.

One reason Walt Disney loved his theme parks was that unlike the films he made, a park was never finished. He could constantly find better ways of doing things. "I want something live," he once said, "something that would grow. The park is that. Not only can I add things, but even the trees will keep growing. The thing will get more beautiful year after year." That's your job as a leader: to help your organization grow by paying attention to your employees and your customers and by constantly fine-tuning your processes so that every job gets done efficiently without hassles.

*"Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world."*

Harriet Tubman

*"Working hard is important. But there is something that matters even more: believing in yourself."*

Harry Potter

*"A life is not important except in the impact it has on other lives."*

Jackie Robinson