



BEYOND ^{THE} PLATEAU SIX

Ingredients
for Profitability
& Growth

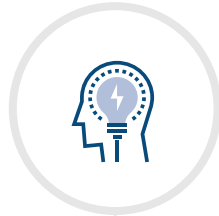
Six Ingredients for Profitability & Growth



Many business owners and their teams are fantastic at what they do, but they get so busy servicing their clients, that the business itself gets stuck. They may have tons of great ideas, but not the time, systems, or resources to implement anything new, so the business hits a plateau. Below are six ingredients that dramatically boost effectiveness and get companies beyond the plateau.

1 Mindset

Empowerment,
Scalability

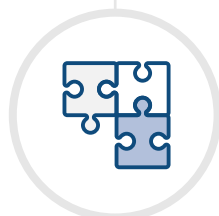


WHAT'S YOUR ROADBLOCK?

Often, the very mindset and skill set required to launch a business, are what hold owners back from becoming really profitable. The creative visionary who can turn on a dime, create everything custom from scratch, and say “yes” to all, often hits the most roadblocks when trying to make their operations effective and profitable. To become more effective, business owners must shift from being in charge of everything, to empowering others to take charge of different things while pursuing a common vision. Ultimately, no matter how custom and creative your end product or service, you should build systems around its marketing, sale, and delivery, as well as the day to day operations of the business. This will enable you to service more customers with less effort, and ultimately scale your business. A mindset of empowerment and scalability is the first key ingredient for profitability.

2 Team

The right people
in the right roles



HOW TO SCALE

Scalability requires the owner to either stop doing and start leading or, as is often the better use of skill sets, hire a leader or consultant to help build the team for effectiveness and growth. Great leaders are not the best at everything. They surround themselves with people who are best at different things and get them all on the same team. Sales, marketing, finance, strategy, operations, administration, product/service development, HR... each area requires a different skill set that a different expert can bring to the team either on a part-time or full-time basis. So much can be done virtually, part-time these days! Owners should figure out what they are best at and do that. Remember, a mindset of being able to empower those who know more than you do in their respective area is critical to leading a team to success. Look at your team, and get the right people in the right roles.

These first two ingredients are foundational in getting beyond the plateau. Effective Leadership Consulting incorporates both mindset and team considerations in all work done with any organization.

3 Alignment

Unified core values, vision, and mission embraced by all



BUILDING ALIGNMENT

Aligning the team around core values, vision, and a mission that they have helped create and are fully engaged with, keeps everyone moving in the same direction. To learn more about how to identify and use core values, vision, and mission, download the Building Alignment eGuide [here](#).

4 Focus

Prioritization of strategic objectives to tackle methodically

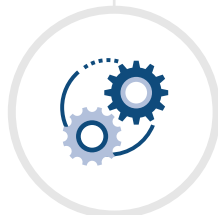


ACHIEVING FOCUS

Narrowing down key strategic priorities to increase profitability and developing SMART metrics for measuring and achieving objectives keeps people on track. To learn more about how to prioritize strategic objectives, download the Achieving Focus eGuide [here](#).

5 Systems

Targets, Objectives, Incentives, and a means to Monitor

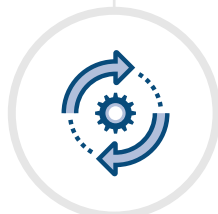


CREATING SYSTEMS

Once you have clear alignment and buy-in on core values, vision and mission, and you've prioritized your objectives and have a key focus, it's time to identify deliverables, set overall company targets, as well as individual SMART objectives, and ideally tie them into an incentive plan.

6 Follow Up

Review Regularly, Adapt, and Modify

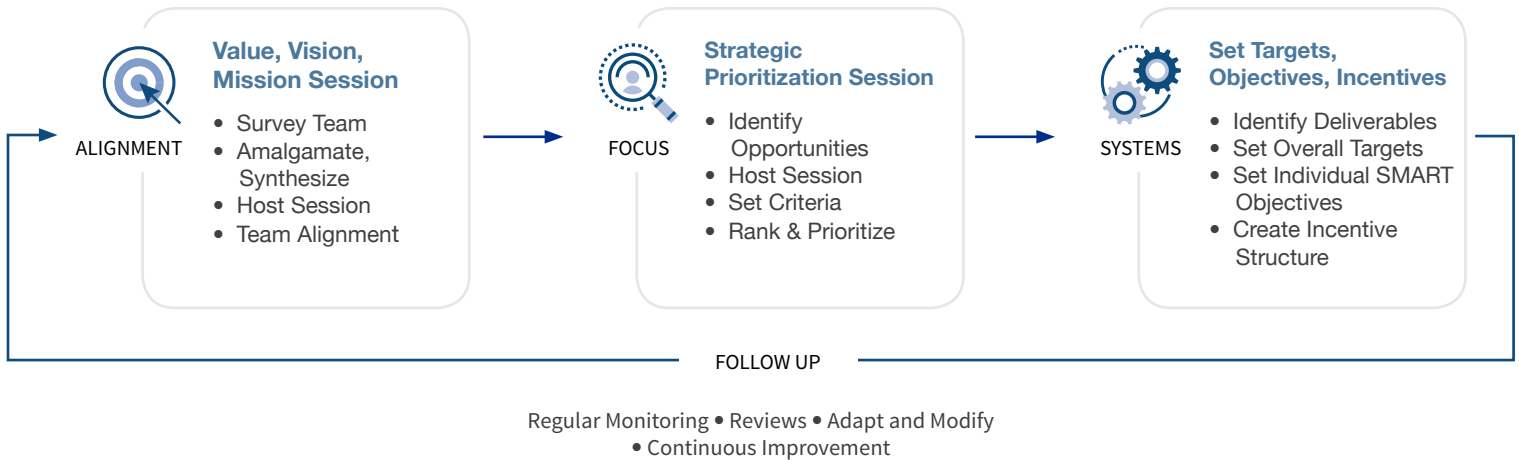


KEEPING IT GOING!

It's important to establish controls and measures that are monitored with regular reviews. It is equally important to remain flexible to be able to adapt and modify plans as needed in order to foster an environment for continuous improvement.

INGREDIENTS IDENTIFIED! ...NOW WHAT?

Knowing what you need is great, but knowing how to leverage these ingredients is essential to move beyond the plateau. Three of the ingredients: Alignment, Focus, and Systems can be achieved by conducting some basic strategic planning steps. These steps in turn are leveraged by the sixth ingredient: Follow-Up.



GETTING HELP

Putting together the ingredients and leading the team through the above mentioned strategic planning steps is a highly specialized skill set that is easily outsourced. Not all experts need to be permanent members of your team. Once the right people are in the right positions and have a strategic plan and sustainable framework to increase profitability and growth, the odds of rapid success in your business exponentially increase!

ADDITIONAL RESOURCES



BUILDING ALIGNMENT
Vision, Mission and Values

[Click here](#)



ACHIEVING FOCUS
Strategic Prioritization Session

[Click here](#)

NEXT STEPS

Having the confidence to let go and empower others to enable your business to succeed will be the best shift to achieve the results that you want.

To apply for a Beyond the Plateau Introductory Assessment,

[CLICK HERE](#)



EILEEN BISTRISKY

Eileen Bistrisky MBA, CSEP, CMC, ACC
President & CEO,
Effective Leadership Consulting Ltd.

“Eileen elevated the leadership capacities of our team and helped them build sustainable frameworks to support the rapid growth that we were experiencing. She facilitated the creation of systems and structure, and she ensured that the right people were in the right roles within the team. She fostered an empowering environment aligned around a common vision, and she encouraged focus amidst regular distractions. Thanks to Eileen, results have been measurable and our business is operating at a whole new level now.”

Lawrence McGinnis

Executive Director
Erickson Coaching International

Eileen strategically leads impactful, socially-responsible organizations either in-house or as an external consultant. Since 1992, her award-winning company has helped clients achieve their objectives. Effective Leadership Consulting facilitates organizational growth, increased profitability, and improved operational effectiveness. Eileen leads teams to reach their potential through clarity of vision, effective communication, and empowerment. Client organizations are measurably improved by defining and achieving SMART objectives while implementing effective leadership strategies.

Prior to shifting to overall business strategy, Eileen consulted in event management, production, and marketing. She taught Event Management, Marketing, Sponsorship, and Proposals & Presentations at the Art Institute of Vancouver. She was the first Certified Special Event Professional (CSEP) in Western Canada, and has played an active role with the International Live Events Association (ILEA) since 1994. In 2006, she won the Spirit of the Industry Award for outstanding contributions to the event industry in Canada. As the 2010/2011 Chair of ILEA Canada, she led the Country to win International Region/Affiliate of the year. Eileen is a Past President of the ILEA Vancouver Chapter, Past Western Regional Vice President of ILEA International, and a past member of the ILEA International Board of Governors.

In 2013, she completed her MBA and earned her Certified Management Consultant (CMC) designation. While working with Erickson Coaching International, she completed coach training and earned her ECPC and ACC coaching designations. She is a past member of the BC Council for CMC Canada, has served on and chaired numerous other boards and committees, and speaks at conferences and meetings around the world.

When Eileen is not helping businesses empower teams to profitably benefit people and the planet, you can find her in the mountains. As an adventurer, she has explored mountains on seven continents, and shares her stories to inspire others.

Effective Leadership Consulting has helped many seven figure companies with their strategic planning and prioritization for growth.

