

Simplify for success...

Over the years in different businesses we have chosen to begin the simplification process in areas such as the product mix, financial reporting, any process (either business or technological), the organization structure, HR systems, marketing strategy, the analysis of competitors, the relative profitability of different product/service or customer groups, the structure of the board, the strategic direction, the mind and management style of the CEO - it's valid to start anywhere there is a very good reason for simplifying something!

But in 20 years of doing this I have found that there are some things you can do initially to help sustain the simpler business journey. So I'll start by giving you a 3-step approach.

Step 1 = Get dissatisfied with your current way of running the business

The best way to do this is to read what others have achieved through simplicity. This is found in the short [case studies](#) and [testimonials](#) on this website, or buying the e-book [Simpler Business - A success strategy for tough times](#), or checking out others' writings (eg by Edward DeBono, McKinsey & Co, Bill Jensen etc). These will provide you with a good appreciation of the benefits that other businesses have already achieved through simplification. And the more dissatisfied you become with your current situation, the more likely you are to make a change.

Step 2 = Envisage how your business could be simpler.

Once you are thinking "*hey, if others are getting these benefits than maybe I can have some of them as well*" , then you're ready to consider the 5 Principles of Simpler Business and a pdf of my presentation on [Simpler Business - A success strategy for tough times](#) . Both of these are available in the free download area of this website. You'll also receive a free e-Class on one simpler business technique that will help you every day. Your objective in this step is to think seriously about all the things you would like to simplify in your business.

Step 3 = Download the [Starter Pack](#)

The Simpler Business Starter Pack extends the information in Step 2. In addition, the Starter Pack provides a "Perception Survey" for you to deliver to all the people *whose input you would value* about your business - you'll receive honest and sometimes hard-hitting comments about parts of your business you could seriously improve by making them simpler. Finally, the pack includes a

copy of the "
to
version of the e-Book
Simpler Business - A success strategy for tough times

How
"

Special Note: *Deciding What NOT To Do*

Simpler business is a lot about *deciding what not to do!* Don't waste time thinking about how you are going to find the time to learn about yet another business improvement program. After all, you are over-worked and over-stressed as it is! If you get to the end of Step 3 and decide to take up the simpler business approach, your first action must be to stop doing those things that are not giving you a positive return. Take particular notice of the Impact vs Ease tool early in the e-Classes. As an owner or manager in your business, it's your job to demonstrate that you are serious about making business simpler for both you and your staff, so you'll have to "walk the talk".

People from Da Vinci to De Bono have realized the benefits to performance when making things simpler, and you can too. I regularly make the point to managers and owners that I have seen many, many businesses transform themselves by actually **doing less!** Trying to do too many things at once only confuses people, dilutes the total input to any one activity and generally leads to frustration in your workforce.

What aspect or business problem should you start with? That's up to you, but there are many precedents based on what others have found to be successful, for example:

- Getting your team focused - really focused - on just the few key strategies or actions
- Consistent decision-making up and down the business
- The 80/20 Principle applied to your improvement projects
- Removing a constraint from a process that will deliver extra value to your customers
- Simplifying a process or a product
- Reducing the number of products / services in order to increase profitability

I urge you to start now - just a small step for you but such a huge impact on business.

Simply does it!

Ian Dover

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