

Why am I here?



Back from your relaxing and energising holiday? Full of good intentions to do everything you promised you'd do when you got back? Or is reality no air-conditioning, the fans have sent paperwork flying - again, and everyone is hot and grumpy? How many times have you asked the question "Why am I here?" Post holiday - and even Monday morning - blues can have a major impact on the performance of your business.

How do you find that extra incentive to get yourself and your employees re-motivated?

In this situation, the last thing you should do is "just get on with it". Stop. Stand back. This is the time to revisit; and if necessary, re-define, overall and individual focus and direction; re-emphasise roles, re-visit and re-set goals, and ensure acknowledgement of achievement and contribution.

How many of your employees know what your company is trying to achieve? Do they all know what are the goals, aspirations and objectives?

Buzz Works worked with a company whose existing customers were frustrated trying to contact them. It turned out their receptionist appeared unwelcoming and unhelpful. No one had told the receptionist about the business or the other employees and their jobs. Once aware of the company direction and her role within it, she quickly became a valued and effective member of the team. She was aware of why she was there and her contribution to the success of the business.

Setting clear, achievable goals can immediately identify what is and is not working. It also provides a yardstick for changes and improvements. Effective goal setting is vital to develop people and ensures everyone is heading in the same direction. It's amazing what can be achieved when everyone pulls together.

Buzz Works created, and now effectively deploys, DARE - Development Analysis Review - to pull together the many different threads within business. The resulting Action Plans generate focussed energy and success. Banish the post holiday blues from your business!

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