



INNOVATE & RE-ALLOCATE

WHERE DOES YOUR BUSINESS NEED TO PIVOT?

Your Presenter:

Kevin Alft - CEO

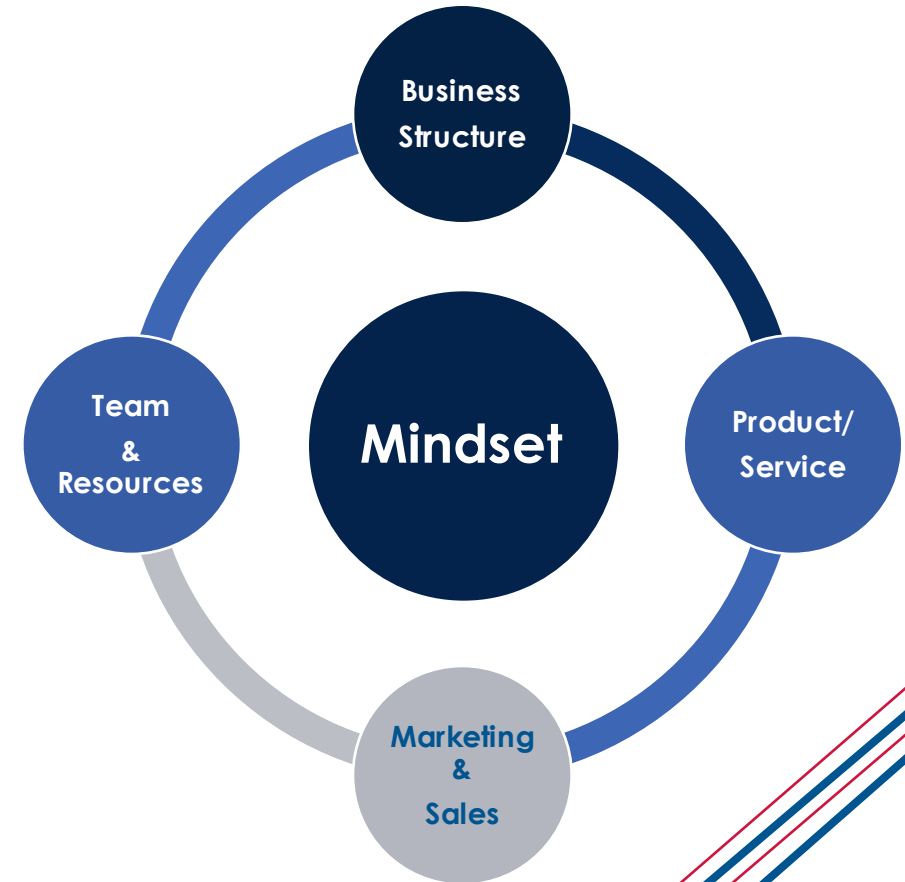
ActionCOACH of Texas





5-Phases Pivot Process -

1. Mindset Matters
2. Business Pivots
3. Product/Service Pivots
4. Marketing & Sales Pivots
5. Team & Resource Pivots



Phase 1 – Mindset Matters



“The mind has a powerful way of attracting things that are in harmony with it, good and bad.”
Idowu Koyenikan

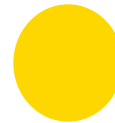
POLL - Where is your Mindset today?

- Inspired
- Optimistic
- Hopeful
- Concerned
- Anxious
- Fearful

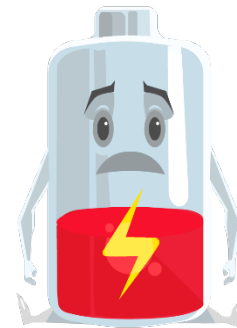


Point of Power...

Ownership
Accountable
Responsible

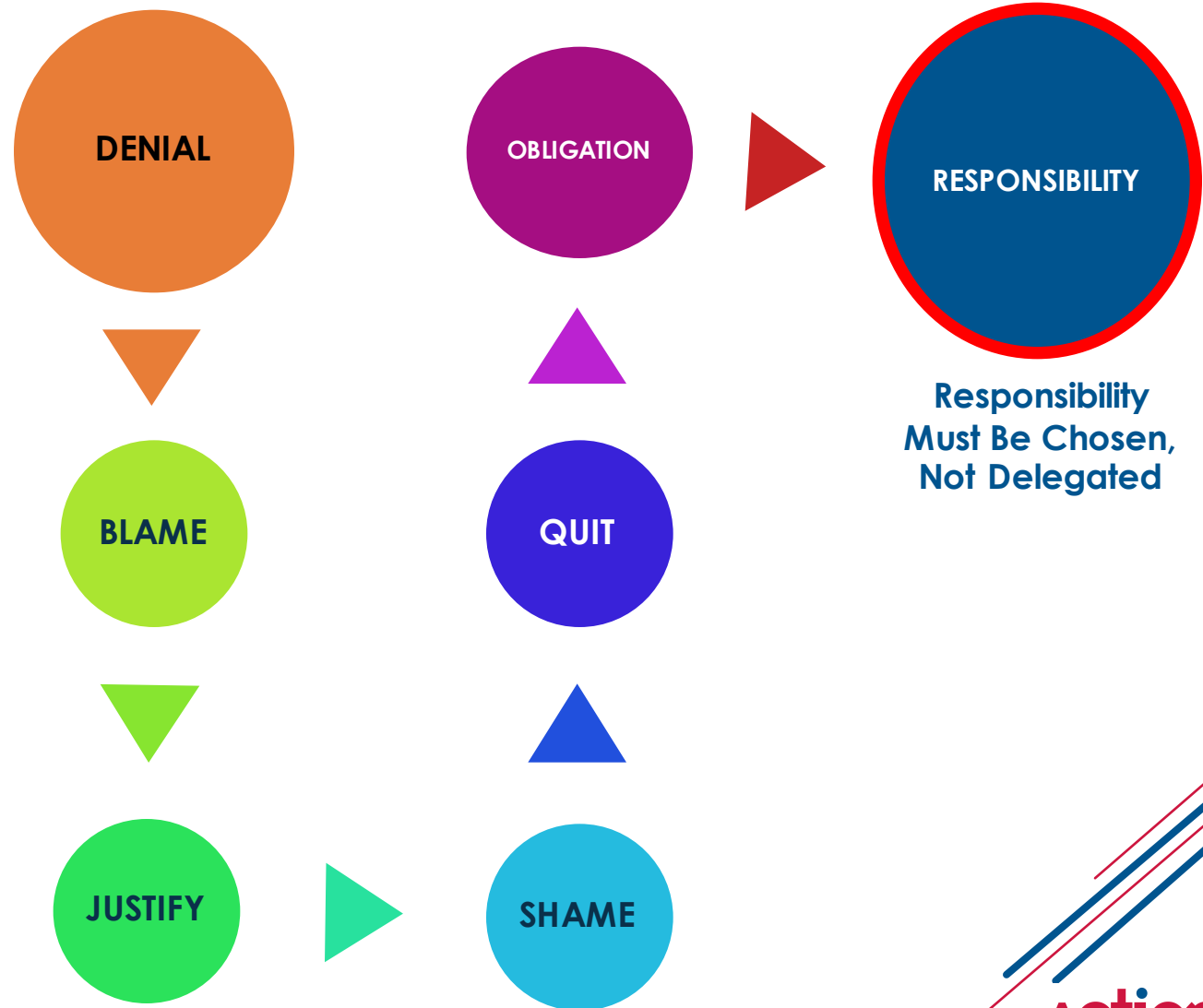


Blame
Excuses
Denial





The **RESPONSIBILITY** Process





The Identity Iceberg





The Only Failure...

...is the failure to

PARTICIPATE

Give 100% and you'll get 100%...

Phase 2 - Business Structure



"An organization, no matter how well designed, is only as good as the people who live in it and work in it."
Dee Hock

What Pivots Are Required In My Business Structure?

- ✓ Organization shifts
- ✓ Roles - shift from business-facing (internal) to market-facing (external)
- ✓ Cost Structure Pivots
- ✓ Inbound to Outbound delivery model
- ✓ Identify the Weak Link
- ✓ Re-Solution – Innovate!



What Pivots Are Required In My Measurements?

- ✓ What are new activities for the business?
- ✓ What are the new standards for each KPI – by team and role?
- ✓ What is the proper cadence of activities – daily / weekly?
- ✓ What are the Outcomes from the activities?
- ✓ Update all metrics and scorecards
- ✓ Communicate and make visible new scorecards to the team
- ✓ Train on new activities, outcomes, and measurements



POLL - What is your greatest Business Challenge right now?

- Team
- Time
- Systems
- Sales
- Cashflow
- Profits

Phase 3 - Product/Service Pivots



“Here is a powerful yet simple rule: always give people more than they expect to get.” Nelson Boswell

How does you Product or Service need to Pivot?

- ✓ How can you anticipate the new needs of your customer?
- ✓ Where can you pivot your product or service to meet these new needs?
- ✓ What and How will you shift your offerings to the marketplace?
- ✓ How will you deliver your product or service?



Additional Product / Service Pivot Considerations...

- ✓ How will the changes impact Brand Reputation?
- ✓ Are you creating new Intellectual Property?
- ✓ What education is required to communicate your changes?

Phase 4 - Marketing Pivots



“Our jobs as marketers are to understand how the customer wants to buy and help them do so.”
Bryan Eisenberg

How does your Marketing need to Pivot?

- ✓ What is your USP/WIIFM messaging to the marketplace?
- ✓ What changes are needed in your Marketing Budget?
- ✓ How will you engage your customers and interact with the market?



Marketing Engagement Pivots...

- Communicate & Educate on the changed offerings >
 - ✓ Existing customers
 - ✓ Former Customers
 - ✓ Pipeline
 - ✓ Prospects & Database
 - ✓ New Target Markets

Phase 5 – Team & Resource Pivots



“It's always the organizations that are resource constrained that come up with the good ideas to win.”
Simon Senek

How does your Team need to Pivot?

- ✓ Resources = LEVERAGE
- ✓ What are the new/different tasks that have to be done with the other business adjustments identified?
- ✓ How can you re-deploy the Team to cover all required tasks?
- ✓ What new skills, processes, and training must be developed and implemented?

Team & Resource Pivots



Resource Re-Allocation Pivots...

- ✓ Team Re-Allocation – roles, responsibilities, tasks
- ✓ Systems & Process
- ✓ Inventory – Raw, WIP, FG
- ✓ Facilities and Equipment
- ✓ Finances – cashflow management

To Finish Up ...

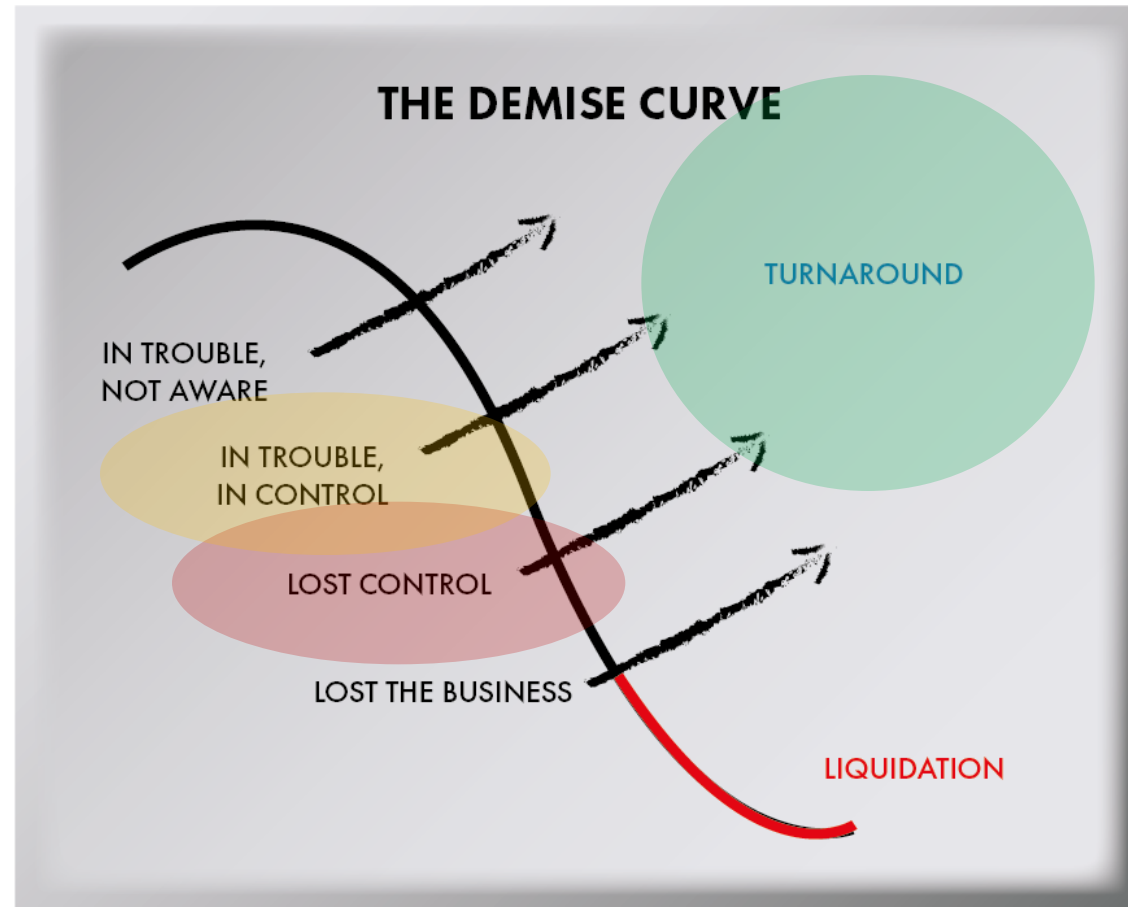


- List 5 Ideas You Need to Take **ACTION** on today
- Ready to develop your 90-Day Leadership Plan?
- Get with your **ActionCOACH** to schedule your individual 90-Day Planning workshop...

Demise Curve



Where Are You On The Demise Curve?



CRISIS Leadership...



F
FIGHT



PLAN - ACTION

What is Business Coaching?



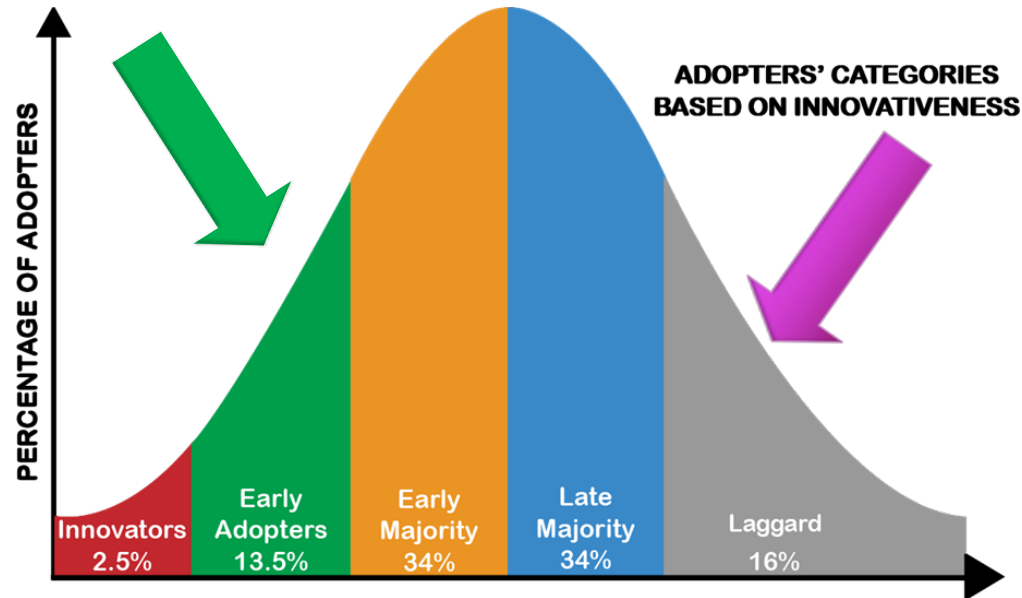
Coaching is a business apprenticeship where we grow your existing business so it more than pays for your investment in a customized business education, which you get to keep **FOREVER!**

How We Eliminate Losing Control...



Pivot-Turnaround

Lost Control-Lose business



Are You Ready To **Action?**



- Research shows that over 85% of people who attend a workshop or webinar leave and **Do Nothing!**
- Goal for this webinar is for 100% of you take Action **NOW!**

Take ACTION Now...



Complimentary 20-Minute Pivot & Prepare Call

-OR-

Complimentary 2-hour Pivot Strategy Review

- ✓ Current constraints in your business today
- ✓ Adjustments, shifts, and pivots to be made now to meet the evolving marketplace
- ✓ What is your 3-year objective for your business
- ✓ What it means to you personally to achieve your 3-year objective
- ✓ What are the obstacles that are likely to be encountered on the way to achieving your 3-year objectives

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REAL RESULTS.®

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BUSINESS COACHING



THANK YOU

***For more information about a Pivot &
Prepare Call***

or

***Developing your Pivot Strategy
and 90-Day Game Plan,
contact Dale Wolter***

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