

Ep 87 - High Value Vs BAU Strategies to grow Your Business Transcript

00:00:00:00 - 00:00:10:04

00:00:10:04 - 00:00:25:20

Unknown

Welcome to another episode of The Lone Recruiter podcast. I'm your host, Brett Clemenson and if you're a recruiter out on your own or just lacking general advice or mentorship, you've come to the right place. Our episodes are designed to give you the motivation, the strategies and the support you need to become the very best lone recruiter. So join us,

00:00:26:00 - 00:00:31:06

Unknown

grab a cup of coffee. I don't have one, which is really sad and Let's take your desk to another

00:00:31:06 - 00:00:54:24

Unknown

level. Now, today's episode is, it's still in that planning flavour. We're still at the beginning of the year, but this one's really going to help those individuals, whether you're a business leader, a director of a big firm, medium firm or for yourself. But if you always have a thousand ideas, a thousand strategies, you know, all these items that you want to get done.

00:00:55:03 - 00:01:16:14

Unknown

And it's a big long list of things and it might be, it might be like, you know, setting up a SharePoint, it might be hiring new staff, it might be opening up the service line, like you get it right, all these ideas and you just don't know where to start. Which one do you pick? Do you just randomly pick it? Do you go gut feel?

00:01:16:16 - 00:01:46:01

Unknown

I'm here to give you a tool, and it's a really simple framework to help you on that. Because I am definitely ADD, undiagnosed, unmedicated, but I do know that I like to build systems around myself to make sure that I'm optimising my performance. And if ADD can be a superpower and also it can be really debilitating in the sense that you get an idea and you run with it, and then all of a sudden you're running down this path and it has nothing to do with where you want to actually go.

00:01:46:01 - 00:02:10:09

Unknown

It just felt good at the time. So this exercise is great for making sense of those big, long strategic lists, ideas lists and going, which ones should we tackle first, and it's a really simple one, so let's get stuck into it. You are going to get your list put on the table, boom

or print it out or whatever, and then you're going to sit down and you're going to have three pieces of paper.

00:02:10:11 - 00:02:37:21

Unknown

The first piece of paper is, you're just going to label it 20% or more. The second piece of paper is 0 to 20%, and the third piece of paper is BAU business as usual. Now, what you're going to do is you're going to take the first item on that list of yours and go, okay, I need to hire a new staff member.

00:02:37:23 - 00:03:09:17

Unknown

Will that create? Is that business as usual? Not really. Is that going to create a 0 to 20% increase in revenue or profits or growth? Yes. Is it going to do more than 20%? Nah, it's 20% because in the grand scheme of things. So we put it in the 20%, the 0 to 20% page. Great, next, I want to develop an internal SharePoint page for, you know, storing documents, comms, internal comms, all that sort of stuff.

00:03:09:22 - 00:03:29:12

Unknown

Where does that go? Is that going to create over 20% growth for my business? No. Is it going to create 0 to 20%? Nope, it's business as usual. So that's cool, needs to be done. But let's put it in business as usual and you get the gist. You go through, now all of a sudden you might go, okay, I want to open up a new division and to do that, I need to do X, Y, Z, right?

00:03:29:12 - 00:03:52:08

Unknown

So I would look at that and go, if I open a new division, I get it right. Chances are it's going to create 20% or more growth in my business. So that's going to go in the 20% plus piece of paper or bucket or whatever you want to call that. Let's work through your entire list and before you know it, you've got items that are business as usual, items that are going to be 0 to 20% growth,

00:03:52:12 - 00:04:12:21

Unknown

then you've got things that are 20% growth or more. The only thing you need to focus on today is to deplete that list of 20% or more growth. That's the bit, they're the bits that really are going to push the needle. Okay, they're the ones that you go, that's what we tackle first. They're the ones where you go, that's where our finances go.

00:04:12:22 - 00:04:37:20

Unknown

That's where our resources go. Because if we get that right, we are actually going to be moving the needle and growing our business. Okay. And the other end of that spectrum, business as usual. There might be items in there that you need to just keep yourself. But they're the ones that if you can outsource or offload those activities, you should, because they ain't going to grow your business.

00:04:37:22 - 00:04:55:15

Unknown

They might streamline it. They might make things more efficient. They might make it look cool, but they're not going to grow your business. So that is actually I don't want to say waste of your time, but it is something someone else can do if you can offload it to someone else. Everything on that business as usual list, you really should.

00:04:55:17 - 00:05:15:21

Unknown

You really, really, really should think, Do I need to be spending my energy and time on the business as usual list or should I be over here at the stuff that matters - over 20% growth list? I know you know the answer, and that's as simple as that. The 20% growth stuff, look, it's I think within that, that's just the secondary to do list, right?

00:05:15:21 - 00:05:37:07

Unknown

So you don't get to that until you've done that first one. And even that 0 to 20% growth stuff, you could probably offload a bunch of that stuff too and go who in the business could do these activities? Could I outsource any of those things? Could I get an expert in to do that for me? Because your time needs to be spent, particularly if you're a director, a business leader, you're looking to boost or grow your business.

00:05:37:09 - 00:05:51:07

Unknown

It's the stuff that's going to move the needle over 20% or more that you need to focus your energy on. Too often we get distracted. We get bogged down in just getting stuff done and I'm going to get this done, that's easy, I'll just get that done. It's not growing. It's not growing you. I've fallen into that trap many times.

00:05:51:07 - 00:06:11:13

Unknown

So that is an exercise that when it was shown to me, it was just such a huge light bulb moment. It has made such a difference to my focus and energy. It has given me great enjoyment and excitement because the stuff you're working on, you know, is meaningful. And yeah, hopefully you guys get something out of that as well.

00:06:11:16 - 00:06:30:19

Unknown

That's all we have time for today. Really quick episode and that is the point. We don't want these to drag out and be boring along. If you got anything out of it, please like, share, subscribe. You know that helps. You know the drill. Comment on our things on LinkedIn or Instagram or TikTok wherever you consume your socials we're there. So you know, if you see us, give us a like,

00:06:30:19 - 00:06:42:20

Unknown

We appreciate it. We see every single one and we high five in the hallways, sometimes.
It's all we have time for you today, as always, have an amazing day and may all your deals
come true.

00:06:42:20 - 00:06:49:10