

Does Your Business Need a Shift?

For any business, growth lies in clear objectives and strategies, and a highly motivated team force.

If you're experiencing dwindling profits and a demotivated staff, you might want to reassess your organizational goals. For financial managers and advisors, it is prudent to re-evaluate their team's performance in view of the organization's objectives and take any corrective actions to align it with the objectives.

But how can you ensure a smooth "SHIFT" transition?

In Search of the Shift

For over two decades, American author, businesswoman, and entrepreneur [Confidential Name] has observed, coached, and participated in some of the most successful team building and effective change management processes in leading global organizations

Her book, [\[Name of Book\]](#), outlines a **five-point approach that will transform your business**.

The Five Point Summary

[Last Name]'s five-point approach can be summed up as follows:

- ✓ **Clarify Your Goals:** Your business goals need to be clear, on both qualitative and quantitative grounds. They should be convertible into a well-drafted Strategic Plan.
- ✓ **Identify All Bottlenecks:** Several businesses shy away from listing down all limitations to strategic planning, and how to overcome them. Make sure you don't follow the trend, and perform and record appropriate business and opportunity analysis.
- ✓ **Know Your Capital:** It is necessary to analyze your human capital, key stakeholders and their expectations. This will help you gear your business towards catering to their needs.
- ✓ **Have a Backup Plan:** Every successful business has a contingency plan, i.e. what to do if Plan A fails? Brainstorm, hire think tanks, and set criteria for decision making when analyzing all your business plans and their backups.
- ✓ **Prepare a Documented Action Plan:** Without a documented plan of action, all your planning efforts will be futile. The document is also essential for coordination purposes.

For many businesses, the shift is a painstaking procedure. This is because going back to the basics and revamping the organization's mission, vision and goals is challenging, complex and resource consuming.

[Click here](#) to learn more on business shift, when you should opt for it and how to ensure a successful SHIFT transition.

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