

# What the high performers do differently

**Leicester Digital Live**



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Have multiple fledgling businesses?



Drop internal projects if you don't see results quickly?



Change your brand/value prop regularly?



Have no focus on a niche/vertical/segment?



Find it difficult to stick to regular meetings (with agendas)?



Call yourself an entrepreneur?



Always focus on important and urgent stuff



Fantasize about new business ventures & ideas?



Reinvent the wheel?



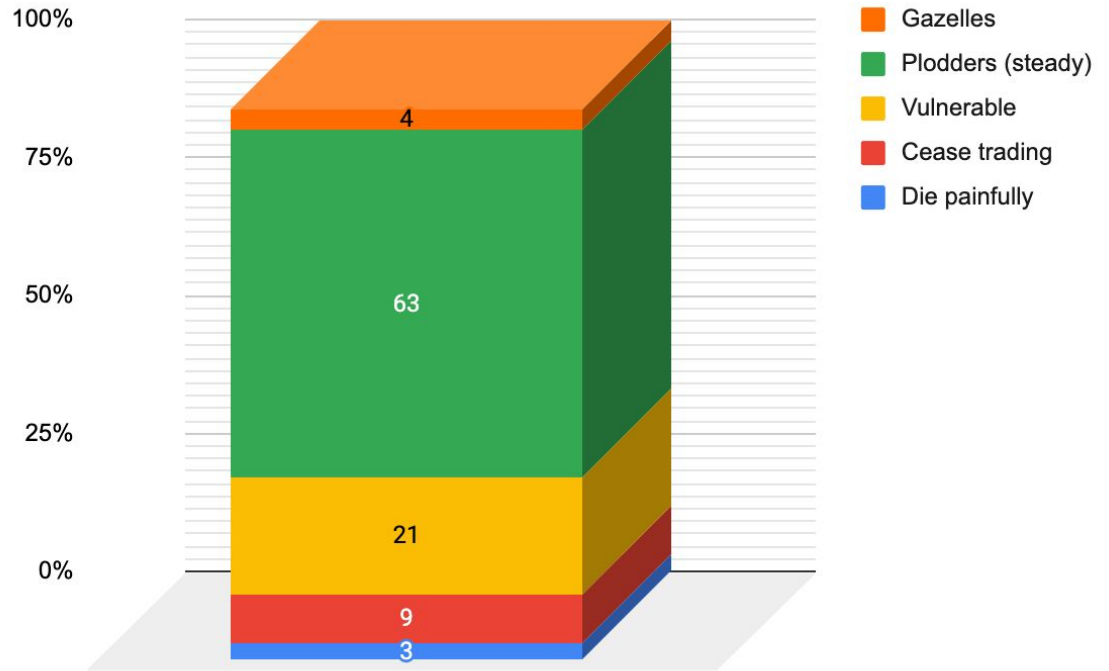
Introduce new software and systems because 'tech'



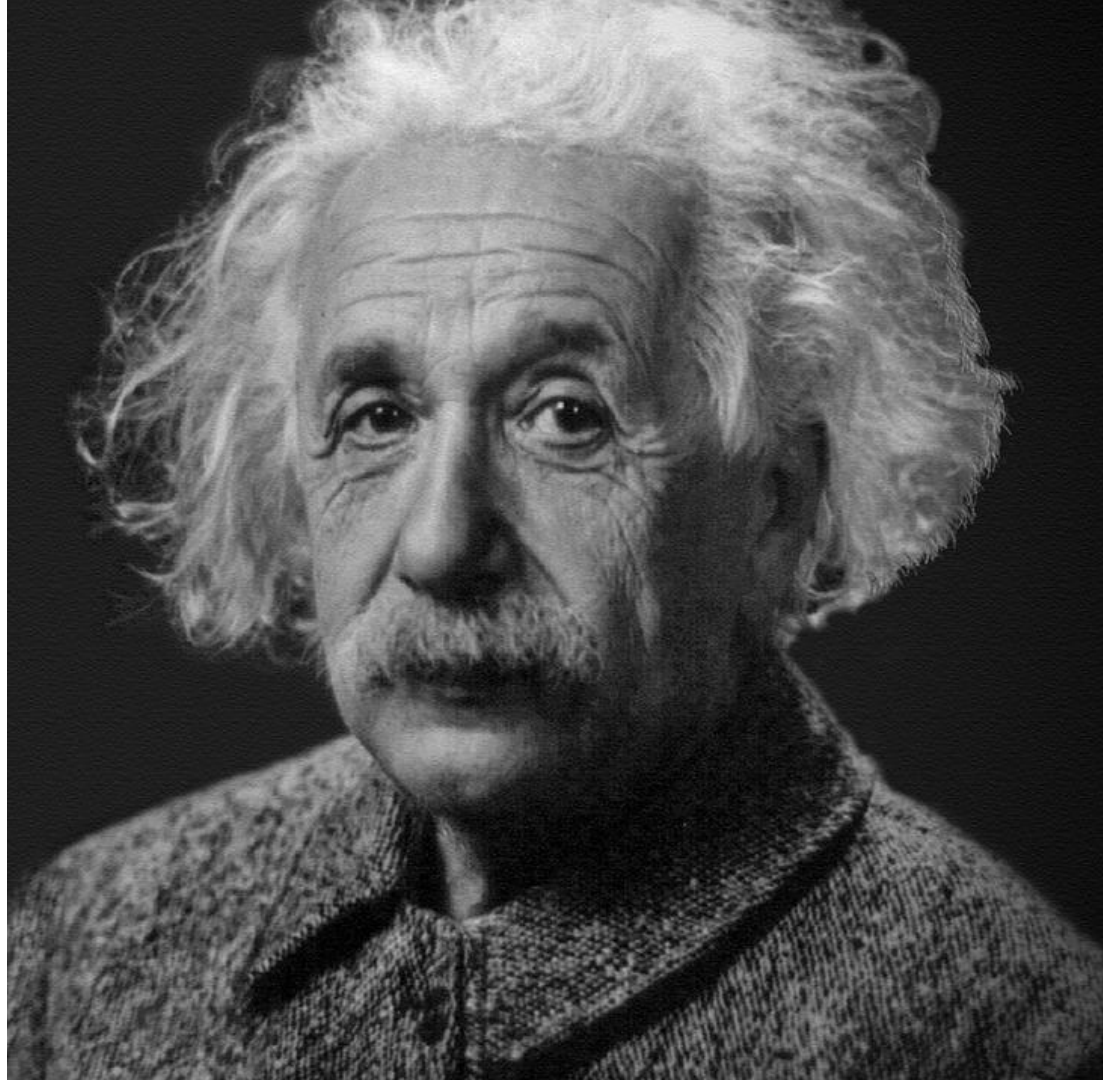
**Is (any of this) you?**

# The 4%ers

Source: David Storey, *The 4%ers*



**It's not about  
being the  
smartest**





**It's not about  
being the  
fastest**

**It's not even  
about being  
the best**





*“It comes down to who can handle the **boredom of training every day, doing the same lifts over, and over and over.**”*

*James Clear, Atomic Habits*

**GYDA**<sup>7</sup>  
INITIATIVE







*“The greatest  
threat to  
success is not a  
failure....  
**but boredom”***

James Clear, Atomic Habits

**My story...**

# Master of.....

Abdicated responsibility

Grew quickly

Loved doing things from scratch

Regularly changed value proposition



Hated repetitive meetings with similar agenda

Took on projects outside our core focus

Hated looking at the numbers

Started multiple businesses

No defined niche

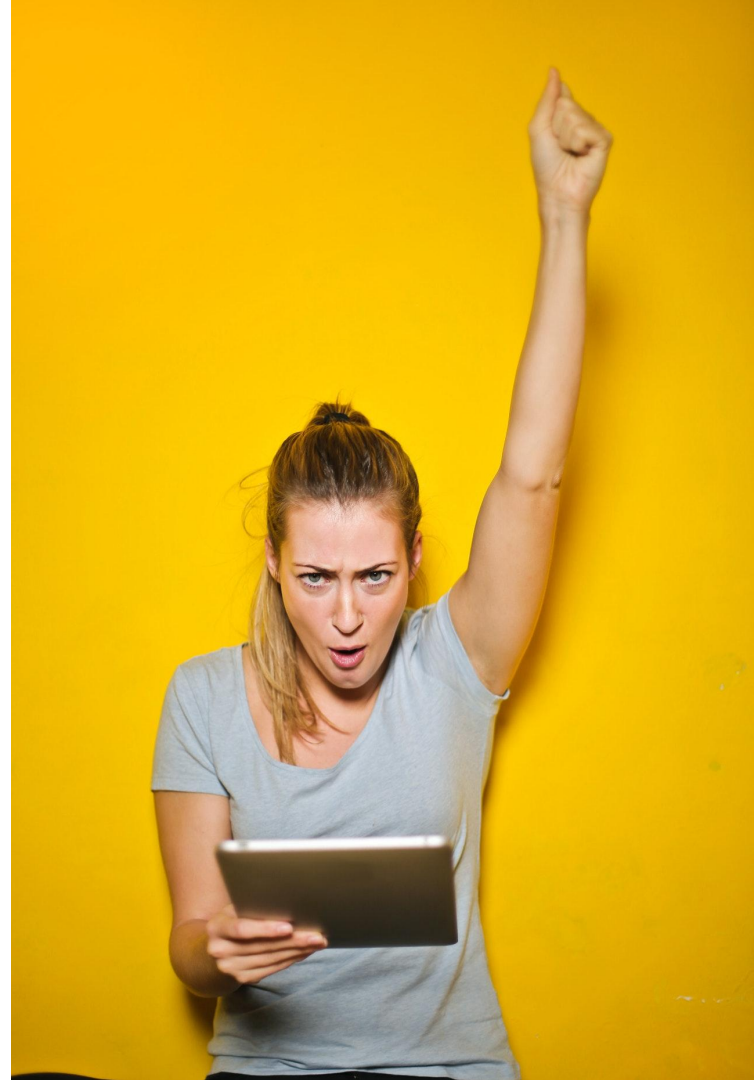
....**distraction**



...boredom won

**Why?**

**Entrepreneurs.....**



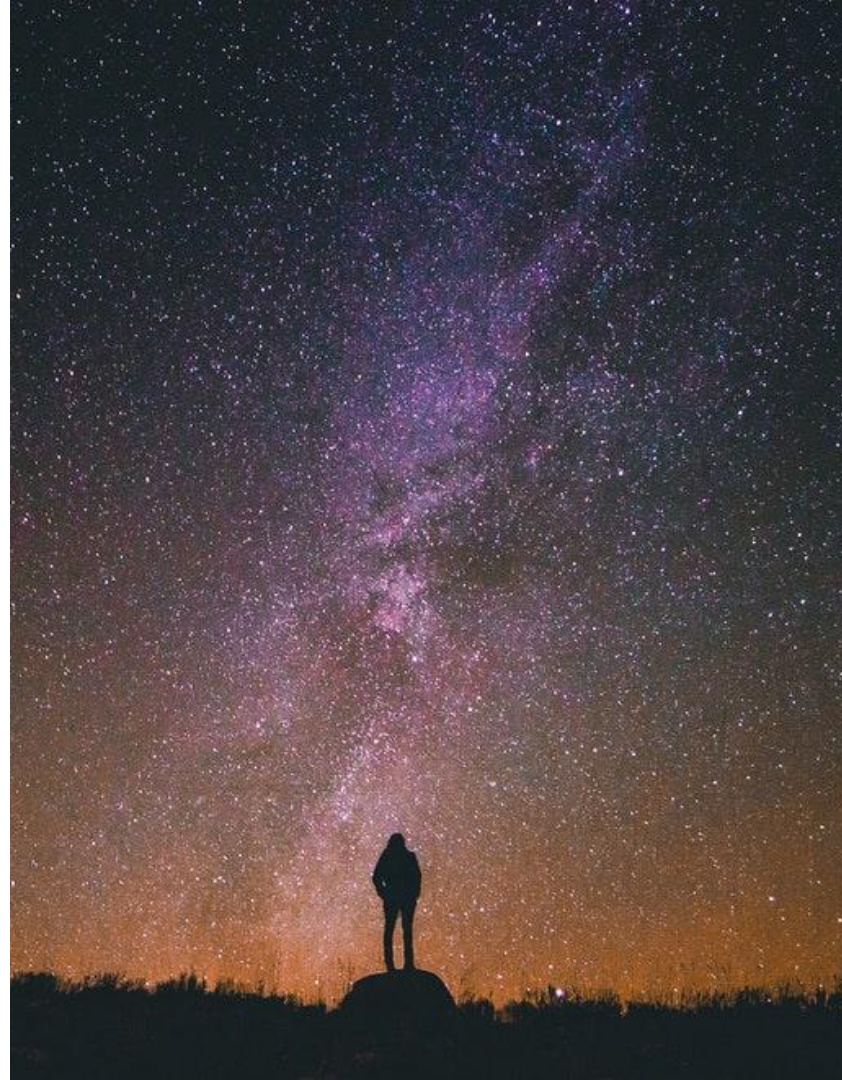




**Opportunity**



**We star gaze.....  
and get distracted....**





**“If you don’t know  
where you’re  
going, then any  
road will do”**

Cheshire Cat, Alice in Wonderland





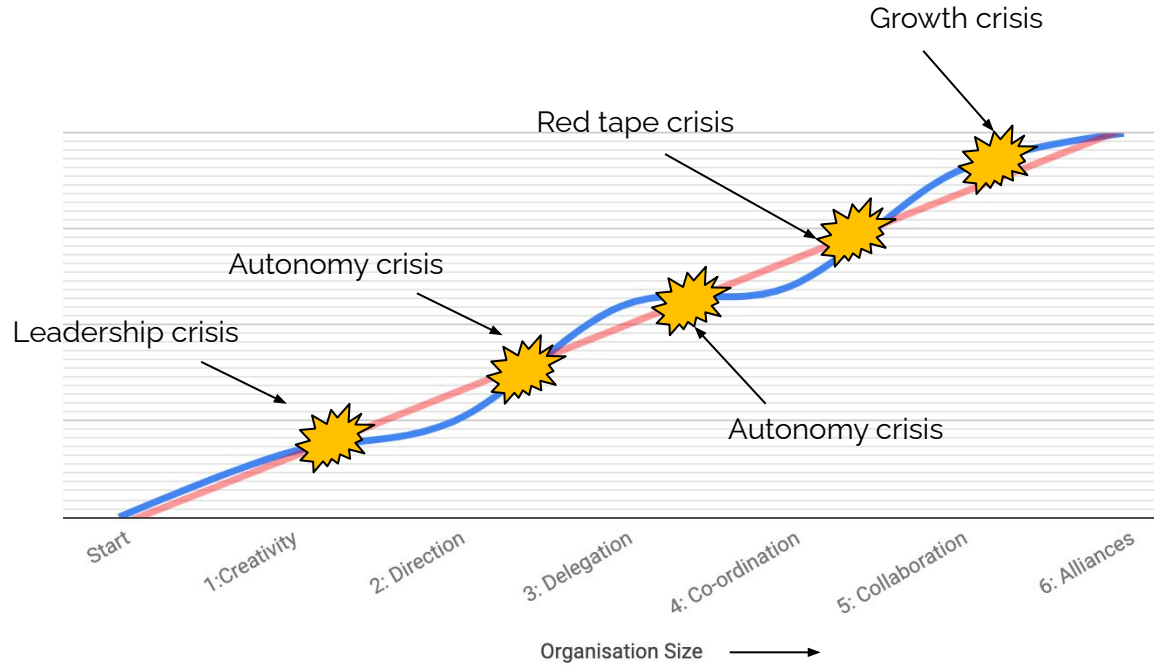
**We create storms**

	URGENT	NOT URGENT
IMPORTANT	1 <b>X</b>	2
NOT IMPORTANT	3	4

**We spend our time in  
the wrong box**

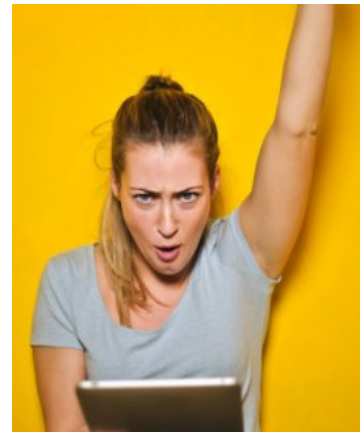
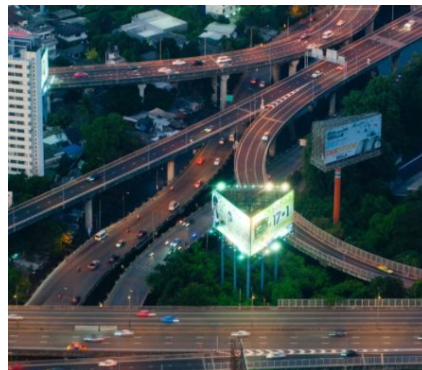
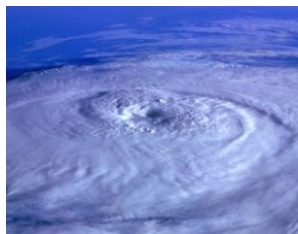
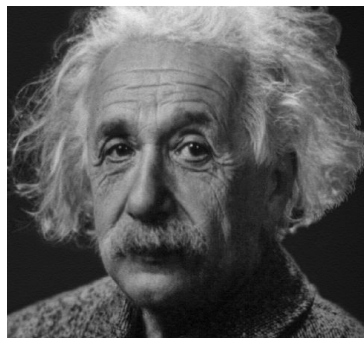
# Growth isn't linear

The Greiner Curve





	URGENT	NOT URGENT
IMPORTANT	1	2
NOT IMPORTANT	3	4



**Growing a business requires an obsession with.....**

...doing the dull and boring stuff really well.....over  
and over again!

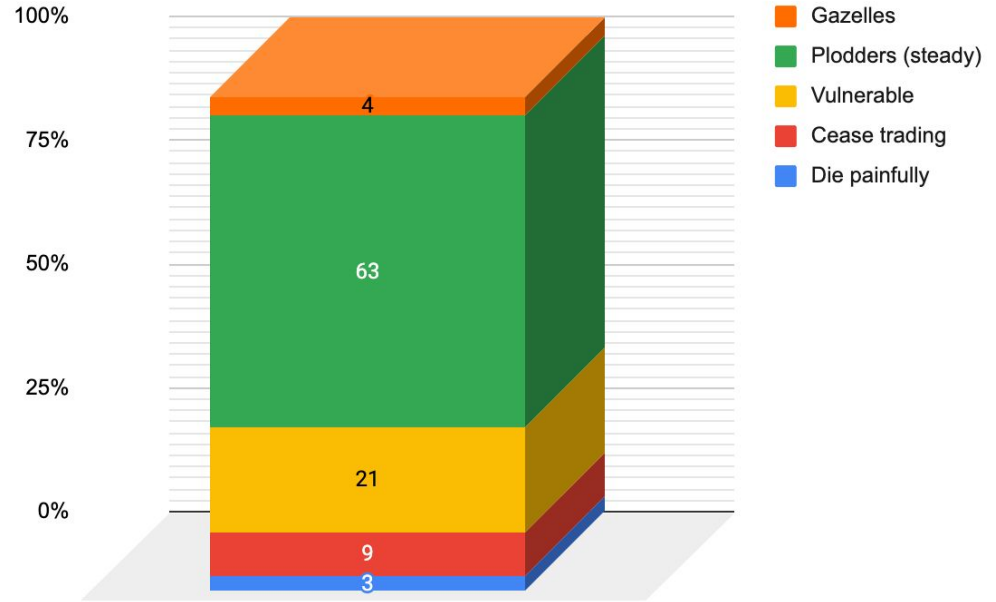


**So what can we do?**

# We did some research...

550 businesses

Gazelles Vs Everyone else



**We found 2 key differences.....**



# 1: Strategy obsessed

	URGENT	NOT URGENT
IMPORTANT	1	<b>2-Plan</b>
NOT IMPORTANT	3	4

**More time in box 2**

## Johnson and Scholes: 'Seven Stages of Strategic Planning'

**Reward:** If successful, recognise efforts of all

**Control:** KPIs. Monitor actual with planned performance.

**Actions:** Individual steps for teams and individuals to execute strategy

**Strategy:** What actions need to be taken to execute the strategy?

**Objectives:** Break down goals into SMART measurables that can be monitored

**Goals:** What goals must be achieved to realise the mission?

**Mission:** Identify the organisations vision, what does it want to achieve?

# Communication & Clarity





# Keep it simple!

- 1 Page
- 1 day to Plan
- Every year/quarter
- On the wall

<b>Mission:</b> What is the <u>clients</u> vision? What do they want to achieve?			
<b>Goals:</b> What must be achieved to realise the Mission? How do you measure that the Mission has been achieved?			
<b>Objectives:</b> Break down goals into specific, measurable objectives that can be monitored. Categorise for simplicity.			
<b>Category 1</b>	<b>Category 2</b>	<b>Category 3</b>	<b>Category 4</b>
<b>Strategy:</b> How are you going to achieve your objectives? What must you do? What action do you need to take?			
<b>Category 1</b>	<b>Category 2</b>	<b>Category 3</b>	<b>Category 4</b>

# The numbers

- Finance
- Marketing
- Operations
- People & Culture

<b>DASHBOARD</b>	Oct	Nov	Dec	Jan 19	Monthly Benchmark
<b>Finance</b>					
Turnover	£70,000	£65,000	£60,000	£55,000	£60,000
Net Profit	30%	20%	15.00%	13	20%
Average Client Monthly Value	£1,200	£1,500	£1,800	£1,600	£2,000
Cash At Hand	£150,000.00	£100,000.00	£90,000.00	£110,000.00	£130,000
Cash Flow Margin	17.00%	18.00%	30.00%		15.00%
<b>Marketing</b>					
No. Unqualified Inbound Leads	19	12	7	16	25
No. Sales Qualified Leads	0	12	6	8	11
No. Sales Qualified Leads Won	0	0	1		2
CPA	£3,000	£6,000	£2,000		£2,000
<b>Operations</b>					
Utilisation Rate	70%	30%	90%	85%	80%
Client Retention Rate	94%	93%	98%	96%	94%
MRR	62%	10%	90%	55%	85%
NPS	30%	20%	18.00%	60%	25.00%
<b>People &amp; Culture</b>					
Staff Retention	100%	90%	70%	100%	90%
eNPS	7	7	7	7	6
Morale	12	12	2	4	1

## 2: Mindset





**Single minded  
pursuit of a single  
goal**



**Sprint?**



**Marathon**



**“The decision to step down as CEO and was probably the best decision I ever made at Netflix.”**

*Marc Randolph, Netflix Founder*

Source: <https://www.entrepreneur.com/article/339968>



**“I like the chaos. I like the fact that you’re working on hundreds of things at once.”**

**So what can we do?**



**I have no doubt  
that.....**

You're awesome

You know your sh\*t

You're driven

You have desire

You have energy

You work harder than everyone else

You have ALL the ideas

You know all the people

You have the best product

*Do you have the  
resilience to do the  
same lifts **over, and  
over and over?***



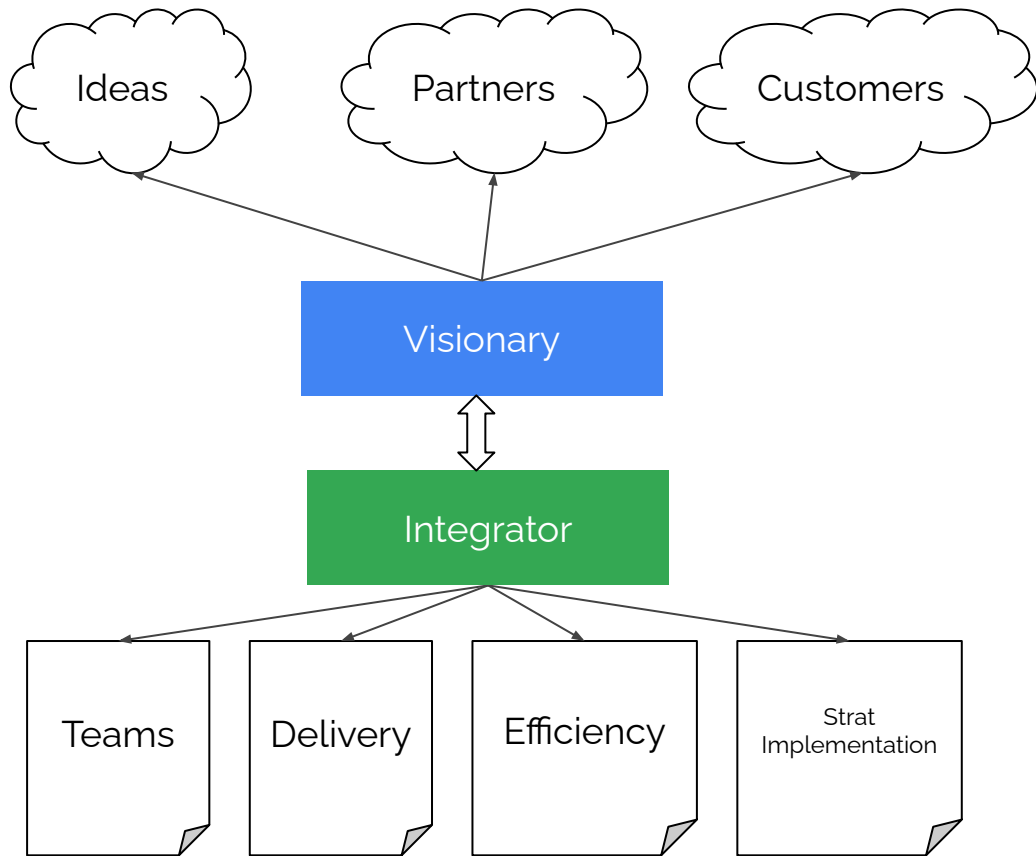
# Can you?

- Have a strategy, have a goal
- Stay focused
- Have objectives
- Have regular meetings
- Have meeting agendas
- Say No!
- Have KPI's
- Review KPI's!
- Focus of improvement not revolution
- Get up at 05:00 and work on "important, not urgent" stuff
- Run the marathon

**No?**

**Yes?**

# Every Visionary Needs and Integrator



Source: EOS

# Visionary



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# Integrator



**Do the test...**



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**Is this you?**

**Be the most boring person in the room...**

**or**

**find your integrator....**

# Feedback

<https://tinyurl.com/vgd-feedback>



## Workshop Feedback

Form description

Which session did you attend? \*

Short answer text

Your email address

Optional. Leave this blank if you'd rather remain anonymous.

Short answer text

What was good about the session? \*

# Thank you



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<https://tinyurl.com/vgd-feedback>