



NO. 150 MARCH 2023

STUFF

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WELCOME TO ISSUE 150. WOW – TWELVE AND A HALF YEARS OF STUFF. THANK YOU FOR ALL THE CORRESPONDENCE FOLKS AND FOR THE FEEDBACK THAT KEEPS ME MOTIVATED. BEING MOTIVATED IS IMPORTANT. IT'S THE IGNITION SEQUENCE THAT CREATES COMMENCEMENT. ONCE THE ENGINE IS REVVING THOUGH, YOU NEED INSPIRATION TO KEEP IT GOING. I'M BLESSED IN THAT CURRENTLY, I'M A PARTNER TO SEVERAL COMPANIES THAT EXCEL. IF YOU TRULY GET KNOWN BY THE COMPANY YOU KEEP, THEN I'M FORTUNATE INDEED TO BE HANGING AROUND SOME TOP CLASS PEOPLE. YOU KNOW THAT MY MOTTO IS "BE THE BENCHMARK". I WANT TO EXPLAIN WHY A WORD (BENCHMARK) THAT I DON'T TOTALLY LOVE, IS PART OF MY PROFESSIONAL MANTRA. **BE THE BENCHMARK** CHASING BENCHMARKS IS A WASTE OF EFFORT. ASPIRING TO A STATISTIC IMPLIES THAT THE RESULT, RANK OR NUMBER HAPPENED BECAUSE EVERYTHING THAT COULD AND SHOULD BE DONE, WAS DONE. THE OPPOSITE IS USUALLY TRUE OTHERWISE THE NUMBER YOU'D BE CHASING WOULD ALWAYS BE 100%. THE ONLY THING TO PREOCCUPY YOURSELF WITH IS; "WHAT AM I (OR MY TEAM) TRULY CAPABLE OF?" BENCHMARK PEOPLE AND GROUPS FEEL THIS WAY AND ACT THIS WAY. DO YOU THINK ELON MUSK OR RICHARD BRANSON CARE ABOUT SUCH THINGS? THEY ARE THE BENCHMARKS AND THEIR CONSTANT PREOCCUPATION WITH VISION, CREATIVITY, PERSONNEL AND CONSISTENCY MEAN THAT THEY DON'T NEED COMPARISON GROUPS OR KPI'S. MUSK FOR EXAMPLE HOLDS NO PATENTS. SO FOR THE REMAINDER OF ISSUE 150, I'D LIKE TO SHARE WHAT I BELIEVE FOUR OF MY PARTNERS TAP INTO TO BE BENCHMARK TEAMS. I'M GIVING AWAY NO MORE SECRETS THAN IF JAMIE OLIVER SHARED A RECIPE BECAUSE THE PROOF OF THE 'EXCELLENCE PUDDING' IS NOT THE RECIPE. IT'S THE METHOD. WE ALL HAVE RECIPES. SO LET'S BE CHEFS INSTEAD OF COOKS.

INGREDIENT 1 – CULTURE

They not only know how to define culture but they know how to contribute to it on a daily basis regardless of the job description, the job title or the authority of the individual within the team. Next time you're in a team meeting, raise this topic. Ask everyone in the team to write down what they think the definition of the word 'culture' means. Then ask them to explain verbally, why it's important. If everyone in your team does this to your satisfaction, you're on the right path because the unspoken bottom line then becomes, "well, if I get it, then what am I willing or able to do to contribute to it. If they get it but don't do it, it's a willingness issue. If they don't get it, teach them because it's only an aptitude issue – which you can fix or replace.

INGREDIENT 2 – LEADERSHIP

If you're a regular reader of STUFF, you'll know how I feel about the need for leadership instead of management. The world for example, is being managed right now in the absence of quality leadership. In a recent leadership seminar, I asked the group to name one world leader they currently admire or respect. The silence was deafening. My four partner teams are led rather than managed. They have two and sometimes three tiers of authority figures ON THE COALFACE who are willing and able to get into the trenches with their representatives. They are the custodians of the team's culture. They understand that everything done in the public eye needs to contribute to the three R's that are the lifeblood of business. **REPUTATION, RETENTION & REVENUE**



INGREDIENT 3 - COMMUNICATION

Leadership



I'm referring to internal communication as a priority over external communication. My four partners include everyone in their decisions and their leaders understand as a priority, the temperature of their teams. I'm talking about morale. That X Factor in your gameplan that Deloitte can't send you a spreadsheet on. They have meaningful meetings that provide transparency to everyone that contributes to the three R's. They tend to win because they don't mind who gets the credit and they celebrate that as equally as they dispense consequences for failure. Their team leaders have regular dialogue with external partners like coaches. When coaches for example; who without question, know what the vision for the team is, they can provide an external but relevant message that, when combined with the internal message, tends to resonate.

ROSS GRAY MOTOR CITY, PENNANT HILLS TOYOTA, WORTHINGTON PRESTIGE & JLR PARRAMATTA – YOU ARE BENCHMARKS