

Member's Quarterly

Winter 2021 Edition

Feature

Use the CAR Strategy to drive your leadership

A business growth model that delivers results

If you want to lead your organization to growth, you can get there by CAR.

The CAR strategy is a business growth model my team and I developed to help the entrepreneurs and organizational leaders we mentor.

CAR stands for **C**onsistency, **A**lignment and **R**epetition.

You need to be consistent in the delivery of your quality, you need to align your goals with your customer's goals and you need to repeat certain processes that work well over and over again until you perfect them.

Managing the phases of growth means moving forward, but with time to analyze the steps you take and judge what is working and what is not. It is better to keep a close eye on each stage of your growth process so you can make a quick tweak if something isn't working, rather than to go full speed ahead and discover you're heading down the wrong road. In most cases, you need about six months to work out the bugs.

Projects often fail not because the idea is flawed, but because we don't take the time to adhere to the new process consistently for a sufficient time to really know if it works or not. Implementing a new idea or process every day or every week or even every month may sound exciting on paper, but in the reality of even the fastest-paced business, it is unrealistic.

Consistency also involves setting up processes to gauge whether projects are being delivered in a timely fashion and goals are reached. Leaders need to set an example and, in most instances, that means holding recurring and consistent meetings to keep all parties involved on the progress of a project, and making time for team leaders to consult when needed.

Regardless of how consistent you are as a leader, your project will not take off if your mission as a leader is not aligned with the mission of your team members. One of you will have to change. Since you are the leader, you will have to find ways to persuade and inspire them to see it your way. This is the toughest part of getting anything done in life.

There is only one way you can really count on alignment in your business and that is right from the beginning to establish a culture of shared purpose. You can do this by making sure that each employee understands why they are being asked to participate in an initiative, the benefits such a project will provide for the company and ultimately for them.

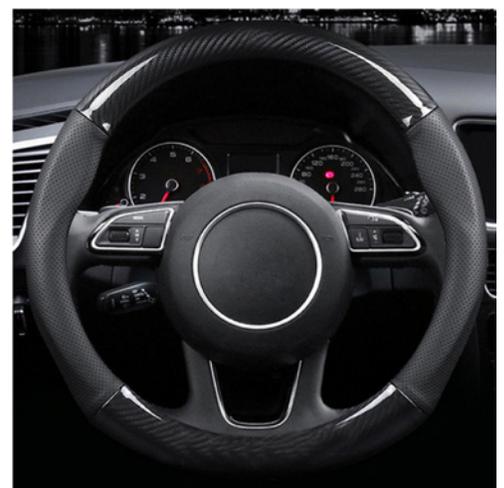
Once you have processes in place to measure and support consistency and your team is aligned with your purpose to lead seamlessly from one project to another, you need to introduce repetition if you want your team to become increasingly more skilled and professional.

The more we do things, the better we get at them. We become more familiar with the likely problems we will encounter and the effective solutions to those problems. Then we learn how to avoid those problems all together. All of this comes through repetition.



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We are all familiar with Malcolm Gladwell's concept that we need 10,000 hours of practice to become really skilled at anything in life — there is a lot of wisdom to that idea. If you want your team to become the best at anything, you have to ensure that they have hours and hours of practice.

This concept also works for leaders. You become what you do repeatedly. If you repeatedly lead by ensuring consistency and alignment with your goals, you will become more adept at overcoming challenges and staying on course to reach your goals.

Repetition also applies to your values and objectives as a leader. If you are consistent in what is important (as in client service, for example), then your team members will know that if they have to make a decision that supports client service, they will be performing according to the best practices that you insist on.

Repetition is not boring because it does not mean merely doing one thing over and over again. Instead it means honing your skills, getting faster, more creative and more innovative because you familiarize yourself with an issue or item repeatedly. Repetition works for your team as producers and for you as a leader to enhance the skillset both of you need to do your best, most authentic work.

Paula Morand is a keynote speaker, author and leadership expert who helps high potential visionaries and organizations take their brand and their business to the next level. She can be reached via email at bookings@paulamorand.com.