

## Creating a “Smart Company” Culture

Smart companies create a conducive, system wide environment that brings the best out of employees and customers to the point of maximizing performance, productivity, and profitability. The “Smart Company” environment fosters a winning culture grounded in TLC: teammanship, learning, and customers. Smart Companies create and nurture a “Gung Ho” mindset that enables the company to thrive in tough times, while others flounder in uncertainty, misdirection, and self-imposed chaos.

To turn your company into a “Smart Company” I recommend the ten following smart steps, but remember, it has to be from the top down, and system wide to reap the utmost benefits.

1. Never compromise integrity for profits.
  - a. Replace the “Buyer beware” mindset with a “Seller be Honest” frame of mind
2. Focus on the customer in everything, in the following order:
  - a. Customer
  - b. Company
  - c. Coworkers
  - d. Self
3. Excel in all your undertakings.
  - a. Make the routine outrageously engaging
4. Be totally committed to quality.
  - a. People
  - b. Processes
  - c. Places
5. Continuously improve professionally and personally, and reward those that do.
  - a. Create a productive and balanced lifestyle
6. Make continuous learning a way of life.
  - a. Create and encourage a learning mindset top to bottom
  - b. Train in tough times to make your people tougher
7. Make work as safe, enjoyable, and engaging as possible.
  - a. Create an environment that contributes to self-motivation
8. Seek betterment not blame; take the fear out of reporting failure and mistakes.
  - a. Learn from mistakes, but curtail making the same mistakes
9. Treat others respectfully, as equals, and without exception.
  - a. Both internal and external to the company
10. Deliver your products and services to exceed customer expectations.
  - a. Become the standard setter in your industry
  - b. Lead, do not follow

Oh, and two more important thing, always hire and fire attitude, and hire slow, and fire fast, especially in tough times. There you go, a ten plus step road map to creating a Smart Company that will see you through tough times; do so, and you will out smart the competition every time and everyday.

### **John O’Malley**

Strategic Visions, Inc.

205-995-8495

jom@strategicvisionsinc.com

www.strategicvisionsinc.com