



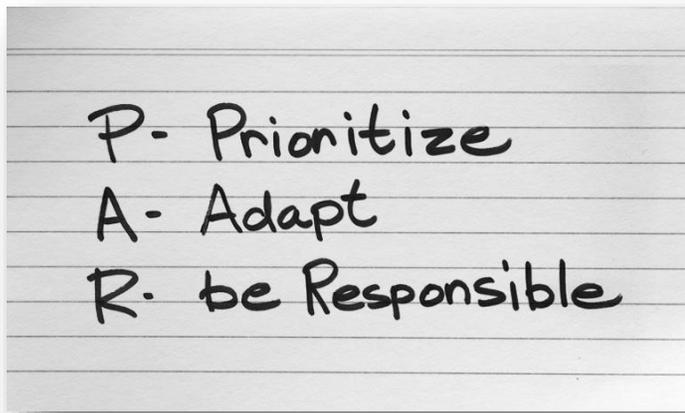
Get the *Right* Things Done: The PAR Strategy

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Are you busy doing activities that aren't tied to the most important things you want—or need—to accomplish?

Now there's a way to power through tough situations and get the *right* things done: **PAR**. Use it to pull your team together, overcome challenges and implement the plans that will drive your company's success.

The **PAR** tools from Krissi's book *Plugged* are:



Prioritize – Focus on what matters most

- Identify the most important things/goals - The hourly question of “*what should I do next?*” should always be answered by thinking first “*what is my highest priority?*” A great way to do this is to break down your top two to three strategic

initiatives into the one or two most important action steps you should take. Add due dates and metrics.

- Align vision with time, talent and resources - Your priorities must be aligned with your vision. Your vision shows you where to spend your time, talent and resources.
- Set aside time to focus - Set time aside when you only address the most important decisions. This can be an annual retreat, off-site quarterly meetings, weekly reviews, or whatever seems best for your situation. Include some quiet concentrated time every week.
- Think of time as money - If you spend it on an activity, what aren't you able to do (or buy) in exchange?
- Plan and act with urgency - Prioritization means having a sense of urgency. We prioritize quickly in a crisis, but without a sense of urgency, most people don't think deeply or act fast enough. Take assertive action because *not* doing something *is* doing something.
- Stop, start, continue - Don't be incredibly busy doing non-productive things. A "stop doing" list is as important as your "to do" list. What are you going to *stop* doing, *start* doing and *continue* doing?
- Planner is different than doer - While it's good to make plans, remember that the planner in us has different behaviors than the doer in us. Change the way you think, act and work.

Adapt – See change as an opportunity

- Outperformers anticipate change - The companies that adapt fastest to changes in the marketplace are often the ones that win in the long run. An ingrained spirit of *innovation* and *constant improvement* are the twin cornerstones of your future.
- Adapt yourself – Change starts with you. What are you willing to do differently? Don't accept "That's the way we've always done it."
- Watch for trends and STEEP – Consider how the following will impact the future: **S**ocial, **T**echnological, **E**nvironmental, **E**conomic, **P**olitical.
- Conquer fear - The #1 reason people don't proactively adapt is fear. Fear of failure. Fear of success. Fear of the unknown. Fear they don't have the skills to do something new or different.
- Learn something new and make more mistakes faster – The best business people never stop learning. They have a burning desire to improve and apply new ideas. When you innovate, embrace mistakes because they get you closer to success.

- Listen to different ideas - Listen to where your customers are changing and what you need to do for them. Only 14% of customers change suppliers because they are unhappy with quality. Most switch because you or your company is not delivering what they need. With 75% of all purchases being from repeat buyers and the cost to gain a new customer being 5x that of keeping an existing customer, you need to be obsessed with your customers and about what they need. Listen to learn where you need to adapt!
- How else can you do something - Always think “If I didn’t do it the way I’ve always done it, how else could I do it?” Per Albert Einstein, the definition of insanity is doing the same thing over and over and expecting a different outcome.

be Responsible – *Own the outcome*

- Zone of Mediocrity - The challenge for companies, teams and individuals is to break out of the Zone of Mediocrity. It’s where most are: not bad, not great, just okay. If the Zone of Mediocrity were a grade in school, it would be a “C.” To get the right things done, you need to have the mindset that you have to do better than that.
- Earn trust - Low trust environments make everything about doing business more difficult...from higher costs to lower brand value to difficulty attracting and retaining talent, to unwanted regulation.
- Communicate - Responsible companies (and people) communicate, communicate, communicate. This includes both the good news and the bad news. Lack of communication is usually the top area for improvement in employee engagement surveys. 85% of most company’s problems can be traced to a communications issue. The average employee loses *seven weeks per year* (in false starts, rework, etc.) *due to miscommunication*.
- Don’t play the victim - True responsibility means not just *talking* about what you’re going to do but *taking action* on it and *being accountable for the results*. You need to *own the outcome*. You are the *only one* responsible for the outcome, even if you are working with others on a team. Don’t blame anyone or anything else for the outcome.
- Monitor progress - Don’t just accept what you get: follow-through and follow-up. *Following through* means doing what you say you’re going to do when you say you’re going to do it. *Following up* is holding others accountable by checking in on their progress and helping them when they’re stuck.

Get the *Right* Things Done Assessment



What's your *vision & culture*? How do you & your company live it?

What are the *top 3 - 5 goals or priorities* you, your team or your company want to accomplish? What would be amazing performance?

Goal #1

Goal #2

Goal #3

Where *are* you & where *should* you be spending your time?

Stop doing

Continue doing

Start doing

How do you need to *adapt* to change & trends? (products, technology, systems)

Think about your company of the future. How are your *customers changing* & how are you & your company going to meet those needs?

What are *responsible behaviors* & which ones do you need to do better, both for employees & customers?

How can you & your company improve communications & build trust?

Want more helpful tools?

Take the free online assessment and download the online scorecard at

www.krissibarr.com/books/plugged

PAR Checklist



Prioritize – Focus on what matters most

1. Identify most important things _____
2. Set aside time to focus _____
3. Align vision with time, talent & resources _____
4. Plan & act with urgency _____
5. Think of time as money _____
6. Not doing something *is* doing something _____

Adapt – See change as an opportunity

1. Learn something new _____
2. Listen to different ideas _____
3. Conquer fear _____
4. Watch for trends _____
5. Make more mistakes faster _____
6. How else can you do something? _____

be Responsible – Own the outcome

1. Don't just accept what you get _____
2. Follow-through & follow-up _____
3. Earn trust _____
4. Communicate _____
5. No victimitis _____
6. Get out of the Zone of Mediocrity _____

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