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THOSE WHO BELIEVE WHAT WE BELIEVE



**By Lana Potgieter,
Lighthouse
Leadership Coaching
& Development**

Simon Sinek, in his first “Start with Why” Ted Talk, famously said: “Your aim is not to do business with everyone in the world, your aim is to work with those who believe what you believe.”

That has been something I have tried to hold at the front of my mind in my business since I first heard it! However, being new to the USA, I find I need to clarify what I believe to create alignment and awareness.

Let’s look at the WHAT, WHO, WHY for leaders. Do one or more of these apply to you:

- Your current success was achieved with a flexible, maverick, risk-taking decision-and-reaction style, which is becoming harder to do as the team has expanded.
- You do not want to be rigid or ‘corporate’ in any way, but need to grow the team, the revenue, and your market share.

• Your team has grown, and you’re still involved in too many operational decisions.

• You’d like to put in fewer hours, yet increase results and outcomes.

• You want a succession plan to create a meaningful exit road map.

• You have a team with potential, and you’d love for them to live up to it and perform better.

WHAT: Gaining clarity around a few fundamental questions is something that we do at our very first ‘Connect & Explore’ meeting. Ask yourself the following, and take your time to answer:

• What aspects of their business work really well?

• What is working but not working as well as it could?

• What (or who) is causing frustration, a bottleneck, or creating losses in terms of absenteeism, waste, rework, or other inefficiencies?

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exploring with you how your team leads people to achieve results.

Although there are obvious similarities in challenges businesses experience, one size does not fit all. We never “sell you a product” – we work with you to achieve predetermined and measurable outcomes that are important to you as the visionary in the business.

Together we will:

- Clarify the goals that are most important for you to achieve with and through the team. This tells us the bottom-line impact you anticipate receiving.
- Create a roadmap to equip the relevant team members to follow through on deliverables through changes in behavior, attitudes, and skills.
- We share a “toolbox” and equip you and your team to operationalize the learning for continued growth, even without us.
- Unlock the potential in each team member to ensure sustainable, measurable results

WHO: I have worked with more than 1,000 leaders individually or in groups. In-house or as part of a cohort. Many of our clients work with us over a number of years as the team grows and they expand. The ones who achieved the biggest overall impact, have the following in common:

- 80 – 200 team members.
- Privately owned – the success or struggle of the business directly affects the founder/s future and legacy.
- The owner/s are naturally curious & committed to continued learning for themselves and their leadership teams.
- The owner/s use the business to build futures, not only for themselves but also for their team members.
- The owner/s know they will achieve more if they surround themselves with a great team, and see the potential in the people they employ, and want the best from everyone.
- The owner (s) want the freedom to spend time with their families or pursue hobbies and interests outside their business. They didn’t start the business to be held captive by it.

WHY:

The results shown are what we intentionally work toward.

If you want less generic information and to explore if this might be a fit for you, then call Lana at 484.347.0515 to set up a no-obligation “Connect and Explore” conversation.

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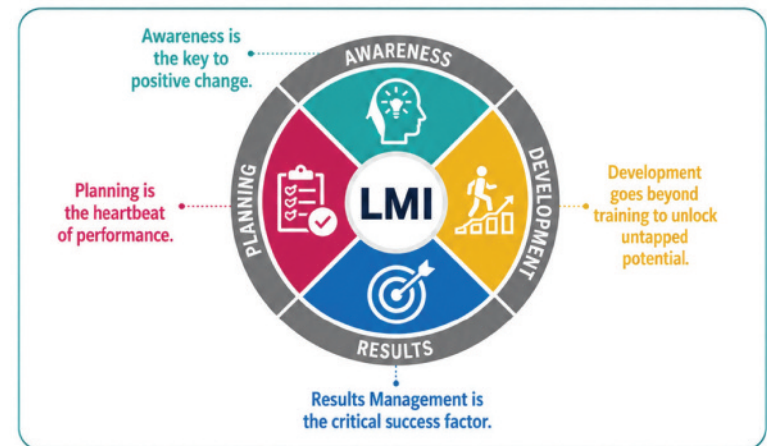
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Scan to schedule a conversation.



Lana Potgieter | Founder

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