

# The Six Competencies of Business Success for the 21<sup>st</sup> Century

## Introduction

Business is all about the bottom line numbers and at the end of the day, it is the compounded affect of many individuals' performances that affect those numbers. Peter Drucker writes about being an 'effective executive', Covey is known for his 'Seven Habits', and there is even a story on the web titled "Steve Jobs 12 Rules of Success". The Six Business Competencies for Business Success are what people 'do' to become successful. Knowing how to be effective or being aware of the rules for success must be followed up with personal action. These competencies are the actions needed to be Victorious in today's fast paced global economy.

These six competencies are:



Each of these competencies is connected to all the different tasks and assignments each of us "do" every day. Take email for example. People send billions of email everyday, yet most of them are a waste of time and create more email. Some companies spend millions of dollars training employees on email efficiency. They do this to cut the costs of disk space used saving emails, reduce network traffic sending emails, and most importantly saving peoples time from writing and reading emails. All of this has a minimum impact on the business if the company does not measure how these principles are applied to each individual's behavior.

Let us now drill down into each of the 'Six Competencies' to get a better understanding of what we must do to achieve business success!

What Gets Measured Gets Done

Competency 1:



This is by far the most important competency to master. All of us want to be better at what we do. However, unfortunately, we do not plan our own investment towards our self-development. If you are not changing faster than your field, you will be left behind.

Companies are always looking for their employees to improve their processes, branding or quality. Yet most employees sit back and wait for management to announce their training plan or budget before they do anything to improve themselves.

You must be constantly learning today, to be victorious tomorrow. You need to create a plan to improve your weaknesses, or more importantly learn how to mitigate its impact on your future. It has never been easier to learn thanks to the Internet. You can watch videos, listen to podcasts or read professional blogs from the top consultants. E-books and iPads can put thousands of pages of reading material in your hands within minutes.

If you do not have a plan to improve, then your plan is not to get ahead. Top talents always find a way to get better faster in a more cost effective manner than the rest of the pack.

Competency 2:



As stated at the beginning, business is about numbers, and numbers are always measured. To reach the goal of any challenge in business you must be able to measure that you are heading in the right direction. The same holds true in your quest for victory. All of the competencies addressed in this article hold no value if you are not measuring your accomplishments. Without assessing these skills, or any other business variables, how can you tell when you reached your targets?

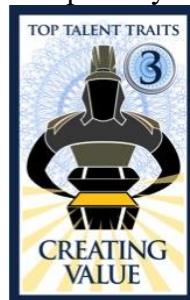
When improving your communication skills, if your goal is to write fewer emails to your clients that like to talk, how will you know success if you don't measure that you are writing less emails to clients A, B, and C. If you choose to improve on making better presentations so that you can close more sales, you have to make more presentations' that are evaluated by great presenters that can you advise on what you did well. How can you be confident that you have mastered planning meetings

better if you do not evaluate how the changes you made to planning your meetings delivered more effective meetings.

Measuring your own improvements is the first step in becoming better at measuring the value you create. Once you can evaluate the value you add to yourself, you can recognize value you create for others

### How do You Create Value?

#### Competency 3:



As mentioned at the beginning business is about the bottom line, and to keep profit margins healthy companies are focusing on finding ways to move to higher value services or products. No company wants to get cut out of the game bleeding to death on razor thin margins. In today's world success is based on telling others about the value you create for others. Therefore, if you want a thrilling career with regular upward movement, you need to be talking about the high value you create in your role. Being able to share your success and victories with others will make you a sought after individual. The more you improve on your skillfulness in articulating the value that you created for your clients or organization without bragging the more people will want you on their team.

The most important is learning how to distinguish what is valuable to others. This connects with measuring and communicating. Having the knack to recognize what others find valuable is a true gift for a triumphant business career. If your are selling water meters, you need to learn what is more important to your client, less maintenance for recalibration or very accurate readings due to old pipes under the streets. Having the wisdom to focus on what is important to others be it short-term sales, or long-term customer retention, will speak volumes when it matches what is important to the other person in the conversation. If it is valuable to them, make it valuable to you.

#### Competency 4:



Most married couples will plan to buy a home based on where they want their child to go to school. Yet most of them will not spend enough time researching their next job position inside or outside of their current employer, until a vacancy opens or a recruiter calls with an opportunity. Many individuals do not identify which key skills they need for their next position until they are not offered an interview for a position they desire. Now is the time to plan which aptitude to develop for tomorrow's promotion.

No matter what the situation, at some point, you need to have a 'plan' of actions to move forward. The first plan is how to improve on your weaknesses. That may include; identifying a report's or meeting's objectives; who to contact; how to contact an individual; understanding their audience's role; getting a group to accept a proposal or just planning one's week.

To be effective in today's work environment, individuals need to be more active in their planning. Who are they inviting to a meeting, what is the goal of the meeting, how much time for each part of the meeting, who will take notes, and how will people report back on their tasks are some examples of being more detail oriented on planning.

If you fail to plan, you plan to fail. I once went on a sales trip to Argentina. My company sales agent setup a meeting with the client of a large telecommunications company. The meeting was a complete failure because the sale agent did not know that the company was having financial problems, and that the client had been informed that he would be let go in two weeks. This customer was no longer in the position to make a purchasing decision! Talk about poor planning, it cost my company thousands of dollars for that sales trip and no value was created.

### Networking for Winners

#### Competency 5:



In today's high tech, always-connected world, people are easily distracted by all the information being communicated at them. All this digital noise is being pumped to our smart phone or other digital device in a matter of seconds. To communicate with others we need to plan our messages based on how others like to communicate. If we are too busy to do something once, then we surely do not have the time to do it again.

Additionally, we need to slow down our communication process to confirm that the individual really understood our message and the reason it is important to them. We need to check for confirmation of details. We need to validate what we heard with what they really mean. We must ensure that we summarize what was agreed or disagreed so that there are no misunderstandings afterwards. This connects with planning. Who do we contact by phone versus who do we write too. People that are

talkers preferred to be called, and prefer short written messages. Individuals that like to read like longer written messages with details and will ask for information in writing.

Competency 6:



Whether we are introverts or extroverts, we are still people. Things are made for us to read, wear, eat or use. So to win in your career you need to have a network of people that you help and that can support you. Thus, you need to 'plan' to build relationships that are built on value, not just numbers. LinkedIn.com and other social media sites can waste your time if you add people you do not know just for the sake of being 'connected' to hundreds or thousands of people. Good relationships with people in your network allow you to practice what you have learned when trying to 'improve'. You can 'plan' to practice your sales skills with less risk of making a critical mistake. Helping someone in your network change companies could lead to them being the key decision maker in your next sales call. A strong network is created by planning who to connect with, how to add 'value' to them, and supporting them in their goals and dreams. Leverage on the 'Givers Gain' principle to profit from your network.



### **Our Specialities**

Accelerating Localization  
4C Appreciative Inquiry  
Personal Career Development  
Coaching for Performance  
Magnificent Meetings

Six Competences for the 21<sup>st</sup> Century  
Talent Development Management  
Active Listening  
Human Emotions – MBTI/DISC  
Business Alignment

## The **Corralling CHAOS** Promise™

### **WE BOOST YOUR:**

**C**CULTURE  
**H**HAPPINESS  
**A**AGILITY  
**O**PERATIONS  
**S**UCCESS

We will be happy to schedule a meeting to discuss how we can support you in the future.

You can contact us for information regarding how we can apply these concepts to your business operations by contacting us at the phone number and email address below.

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