

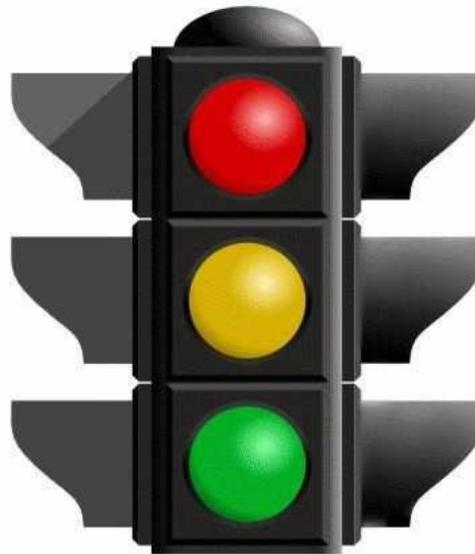
**andyhanselmanconsulting**



helping business and their people

**think in '3D'!**

That means being 'Dramatically and Demonstrably Different'



# Stop, Start, Continue!

A TOOLKIT TO HELP YOU 'REMOVE YOUR BLIND SPOTS' AND  
FIND OUT WHAT OTHERS THINK ABOUT YOU AS A LEADER!

A



From

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## About This Toolkit

After reading this sentence you will realise that the the brain doesn't recognise a second 'the' – and that's how we often manage our businesses. We're all incredibly busy, and most of us don't take the sufficient time out to reflect on what we're doing, and how we do it. This toolkit is a simple way of doing just that!

Basically, it's a mechanism for getting some feedback on how you do things. You can be as specific or general as you like in terms of what you want feedback on. For example, it could be a general view of you as a leader, or something specific... the way you communicate, the way you run meetings, the way your organise things.

You can also use it as a way of getting feedback about things in the business as a whole. It's a great way of quickly creating some constructive discussion and debate.

What should we as a business/team **STOP**, **START**, **CONTINUE** doing about...

How you use it is up to you.

## How To Use It

- Decide what you specifically want to evaluate – is it you as a leader generally/the way you communicate/the way you delegate?
- Use the 'pro-forma' or create your own if you're evaluating something other than 'you as a leader'
- Decide how you want to receive the feedback
  - Compiled by someone else?
  - Written forms returned to you personally?
  - Anonymously?
  - Face to face discussion

Your challenge is to establish a process that works to you and your people

- Explain to your team you want their feedback, give them the document and ask them to complete it
- Review the feedback
- Act on the results!

## Stop - Start - Continue

To help me improve my Leadership skills, I need your feedback.

Please tell me what I need to **STOP**, **START** and **CONTINUE** doing to do this. Please be frank and honest - I won't be offended!

### **STOP**

What should I stop doing? What irritates, annoys you about me?

### **START**

What things do I need to work on/improve?

### **CONTINUE**

What do I do well?

# Stop - Start - Continue

**Key Learning Points For Me From This Assessment:**

**Actions I'm Going To Take**

**What**

**By When**

## The 7 'Characteristics' of 3D Businesses are.....

- **Characteristic #1: Get That Vision Thing!** They have a clear vision that *'inspires, engages and motivates'* everyone in the business – a meaningful picture of the future that creates focus, direction, passion and commitment. They develop committed, motivated and effective people at every level by proactively getting 'buy in' to that vision.
- **Characteristic #2: Think in 3D! 3D Businesses** recognise that 'same as sucks' and strive to do stuff that makes them 'stand out from the crowd'. That's 'Thinking in 3D'! A 'Dramatic Difference' is *"an unmatched 'bundle' of products, services, skills, methods and practices that differentiate a business from its competitors"*. It's stuff that competitors aren't doing – even better, it's stuff that competitors can't do!
- **Characteristic #3: Create 'Delighted' and Devoted' Customers! 3D Businesses** strive to 'Delight' their customers which means *'exceeding'* their expectations. They build on this to create 'devoted' customers who have high expectations and consistently receive a great experience ('great' as defined by the customers, not the business!)
- **Characteristic #4: Forget CRM – Think MCR! Maximise Customer Relationships!** *Maximising* Customer Relationships is all about *'proactively developing relationships that give the best to and get the best from the customers that you want'*. **3D Businesses** engage with their customers, create 'dialogue' and proactively maximising opportunities with them.
- **Characteristic #5: Build An UBER Culture!** 'Culture' is *'the way we do things around here'* and in **3D Businesses** it creates real competitive advantage. They ensure that: everyone **U**nderstands the culture and what's expected of the them and consistently behave in line with that culture; Systems and processes are **B**uilt to reinforce and support that culture; employees are **E**ncouraged, Enabled and Empowered to live it; and they **R**eward and Recognise those that do.
- **Characteristic #6: KeeP In Control!** In **3D Businesses** people who need it, get the information they need, when they need it, and in a format they understand, and it starts at the top! They establish and use **Key Performance Indicators** to lead and drive the business. They also have a clear 'profit focus' and everyone understands what profit is, where it comes from and how it can be improved.
- **Characteristic #7: InnovatiON!** **3D Businesses** recognise that Developing their Dramatic Difference is an ongoing process, and consistently build on what they've got. They recognise that 'standing still' actually means 'going backwards' and they therefore drive and develop their Dramatic Difference continuously. It's all about Innovation, which is *'the successful exploitation of new ideas'*.

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## Want More?

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