

Power your Performance & Growth with Outcomes

If you had to evaluate a sales person's performance, what criteria would you set to rate it? No. of calls made? No. of activities conducted? Promotional inputs distributed? Timely sending of daily reports?



Certainly, you would take all this into account when evaluating his performance. Now, suppose that he is the “model salesman.” He does all this with diligence. Would you rate his performance as good and give him a raise, promotion and incentive? The Answer would be “It depends, because while all this would fetch him certain points, the ultimate deciding factor for performance in a salesman's case would be the sales that he generates. ”

This is a classic example of the difference between “Activities” and “Accomplishment”. One is about knowing the right things to do as well as doing them as they are meant to be done. The second is about **Delivering Outcomes**.

Herein also lies the difference between the role of a Manager and an Executive. The problem arises because most Managers do not understand the difference correctly. To quote Drucker once again, “What is the manager's job? It is to direct the resources and the efforts of the business toward opportunities for economically significant results. In other words, the **Manager must focus on Effectiveness and Outcomes, rather than simply on Activities.**

Are you playing the role of a “Manager” in the true sense? Ask yourself these critical questions...

- Do you have the **orientation to focus on results or outcomes**, whenever you take on a task?
- Do you **prioritize allocation of resources** time and attention, people, and money based on the **principle of Return on Investment**?
- Do you ensure that an adequate amount of **your time and attention is spent on**

capturing opportunities and development, and not just problem resolution?

- Do you have the **knack for identifying the productive v/s non-productive**, nurturing the productive aspects and eliminating the non-productive ones?
- Do you take the time to stop and **evaluate the results**, rather than focusing on running faster and faster?



This is my challenge to you today...Honestly evaluate what is your current level of effectiveness. Understand what difference would it make to your life and work if this level were raised. Examine all the important areas of your work and life. Find out which are the areas in which you are being incredibly efficient but contributing effectively nothing towards the achievement of ultimate goals.

Set this situation right. Effective working is easy to achieve if you follow these simple steps...

- **Share your vision** with the team. Ensure their **complete involvement**
- Maintain **continuous communication and transparency**
- **Delegate** well, and use **information and control** systems to stay in close touch with what is happening
- **Invest in building your team**. Choose good people, train them well, define systems and processes for working, teach them tools and techniques for enhancing their efficiency, **reward and recognize** outstanding performance.
- Make the **Power of Planning & Information systems** work for you.
- Continuously Measure/Evaluate performance through a structured and unstructured **review mechanism**.
- Set up a **paradigm** for your work and **benchmark with best practices**.
- Set up **processes and systems** for efficient and effective working.
- **Manage your own time** well
- Focus on your own need for **continuous self development**

Get this "Secret Mantra" of balancing Efficiency and Effectiveness right. And watch your performance and career graph soar beyond your wildest imagination...

With best wishes,

Sushil Handa