



## **Ray's 7 Traits Of A Progressive Business**

Here are seven traits I've observed as to what progressive businesses do well.

1. Leadership. They are neither too soft or too hard in their management style. They are effective in releasing their employees to work in their strengths, communicating that they are important to the company and yet hold them accountable for results
2. A pervading sense of 'team'. The workplace, while a collective bunch of individuals, all run in the same direction, mindful of others with their eye on the same vision and goals
3. Receive external advice and mentoring. They are aware that that 'one year's experience twenty times over' is not sufficient to lead them into the future. Owners and managers are aware that they 'don't know what they don't know' and value an objective '3<sup>rd</sup> eye' as part of their progression to greater levels. The effect of professional external advice combined with an ongoing diet of learning in ones area of expertise, assists in keeping them off debilitating business and personal plateaus
4. Not always at the coal face. Progressive businesses give time to planning, thinking, strategising. They deal with both the urgent AND the important
5. The ability to maintain a tension between holding long range vision with short term goals and action plans. They are willing to invest for the long term even if it means experiencing short term declines in profitability and performance
6. Singular in their focus. They operate within their core strengths and profitable areas. They are careful in their diversification and only proceed where there is an underlying thread of purpose, competence and profitability running through the centre
7. Emotional detachment. They are not personally attached to employees, systems, the 'way we've always done things,' different businesses within the empire, material things etc. While they care, business comes first

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