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QUICK BUSINESS TIPS FOR INCREASING THE PROFITABILITY OF YOUR BUSINESS

February 2017

How To Boost Staff Morale

When you run a business, there are a lot of challenges that you will face. Bringing on great employees is definitely a difficult thing to achieve. What might be even more difficult is keeping those individuals happy in their job.

It is very important that you invest in the staff and do things that will boost their morale. If you have people who are unhappy in their job, they will find other places to work.

Here are some great ways that you can boost staff morale.

Find Ways to Thank the Staff

Everyone needs to be thanked for their contribution to the team. Come up with ways that your staff will feel appreciated.

This could come in the form of a bonus, party, retreat, or something simpler like a thank you note.

However you chose to thank your staff, do it with sincerity. If it were not for these valuable people, your business would not be successful. If you are not sincere, the sentiment will be picked up on, and your efforts will not be received well.

Offer Continued Education

To help your staff feel more confident in their job, offer them continued learning opportunities. They will know they are valued if you invest in their education.

Providing training for your staff is beneficial to them and to you. The more trained they are, the better they will be able to do their job. Also, the more they know, the more valuable they will feel.

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“The definition of insanity is doing the same thing over and over again, but expecting different results.”

~ Albert Einstein

How To Go From Failure To Success

Failure is often the best teacher in life. Painful at times? Absolutely, because no one likes to fail. We have the desire to succeed but an occasional *failure* helps us to learn new things along the way.

Failing at something teaches a lesson and helps you to change, grow and ultimately succeed. The things we are working toward are not always easy, but as the old saying goes, “practice makes perfect.” Success takes time and there is often a learning curve.

The business environment is ever changing and an occasional failure is bound to happen. Consider these steps to turn a failure into success:

1. Seek advice from others

Ask your trusted family members, friends and coworkers to give you feedback on your failure. They can give you a different angle and perspective to consider. If you want to succeed, you need to be willing to hear the truth from others.

What they share may make a huge difference in how you handle your business and clients going forward. We don’t always see our situation as clearly as others.

2. Switch your course of action

After you listen to the feedback of others, be willing to adjust your habits, style and course of action. In other words, get yourself on track with a new plan to ensure success.

Albert Einstein once said that “The definition of insanity is doing the same thing over and over again, but expecting different results.”

Don’t let that be your story; rather, remember that change is helpful and essential for success.

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One Minute Ideas

Do You Have Leadership Traits?

Find out if you're a true leader by seeing if you possess these qualities:

- **Leaders start** projects by asking "What has to be done?" instead of "What do I need?"
- **Leaders next** ask "What do I have to do to make a real contribution?" The answer best suits the leader's strengths and the needs of the project.
- **Leaders continually** ask "What are my organization's purposes and objectives?" and "What qualifies as acceptable performance and adds to the bottom line?"
- **Leaders don't** want clones of themselves as employees. They never ask "Do I like or dislike this employee?" But they won't tolerate poor performance.
- **Leaders aren't** threatened by others who have strengths they lack. ♦

Source: Peter Drucker, cited in *Forbes* ASAP, 60 5th Ave., New York, NY 10011

"True leaders don't create followers... they create more leaders"



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Provide Opportunities For Promotion

Great employees want a chance to grow in their jobs. Make sure that the more motivated employees have a place to move up to. Otherwise, they will become dissatisfied with your company and find another opportunity to pursue.



When you have staff members that are in a positive environment and in a job they enjoy, they will stay with you longer. If the morale of your employees drops, it makes production go down and your chances of high turnover increase. It is very important to invest in boosting your staff's morale. ♦

Need help boosting your staff's morale? Give us a call today!

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3. Change is good

If at first you don't succeed, try and try again. Change is a good thing. Once you see that it's necessary, act quickly to bring about the success you hope for. We can learn a lot from failure. (Changing just to change is not recommended. Change when necessary)

The goal is to grow and be different because of what we've experienced. Don't wallow in pity, self-doubt or the failure. Remember that change is progress.



Business has a variety of facets that keep everyone on their toes. Even though failure is inevitable from time to time, we can learn from those mis-steps and grow in the process.

Success is seldom immediate. We encourage you to value each "mis-step" on your journey because those challenges are learning opportunities that will help you succeed over time. ♦

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"Morale and Attitude Are The Fundamental Ingredients To Success."
~ Bud Wilkinson, American Football Coach

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