

# Managing in Tomorrow's World ... Today



4M PERFORMANCE

## **Managing Forward**

**Management skills and techniques, like all things, change over time.**

**Management Skills Appropriate For Today Will Be Different Tomorrow.**

# History of Management

**1800's - early 1900s Industrial Revolution - introd' large scale factory production**

**1920s - concept of professional management of businesses takes hold**

**1960s - age of conglomerates: professional managers could manage any type or combination of businesses**

**1970s - wave of the 'leveraged buyouts and financial engineering' which focused management and investors on short-term results and profits**

**1980s - Management enters high-tech stage. Technology allows companies to achieve scale and retain customer loyal.**

**2000s - Now: The Age of Corporate Branding & Social Communication**

# **What's Your Company's Biggest Challenge?**

**Insights - Vision/Mission/Branding**

**Planning - Strategic and Business**

**Execution - Team-building/Marketing**

# **Business Owners/Executives Identify A Lack Of Skilled Employees As Their Worst Management Problem**

## **The 'Skills Gap' - A Key Forward Business Challenge**

- It Is Getting Worse**
- Spans All Job Types: IT/Marketing/Manufacturing/HR**
- It Is Occuring At All Management Levels**

“Technical skills  
may get you the job,  
but **soft skills** can make you  
or break you as a **manager**.”

# LinkedIn

*Communication*

*Organization*

*Team-work*

*Punctuality*

*Critical Thinking*

*Social Skills*

*Creativity*

*Interpersonal Communication*

# World Economic Forum

*Complex Problem Solving*

*Critical Thinking*

*Creativity*

*People Management*

*Coordinating with Others*

*Emotional Intelligence*

*Judgment & Decision Making*

*Negotiation*

2019 Data: LinkedIn polled 2500 small businesses. WCF surveyed 10,000 companies globally.

# **How Do Your Employees Rate on Soft-skills?**

## **How Do You Rate on Soft-skills?**

**Educational Institutions Have Historically Taught Hard Skills vs. Soft**

**Today, Every Company Needs To Train Each and Every Employee on Cross-Cultural & Soft-Skills**

**Soft-Skill Talent Will Be The #1 Source of Competitive Edge In The Future**



# THE WAY FORWARD

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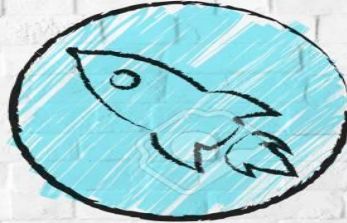


TEAMWORK



IDEAS

- OPPORTUNITIES
- STRENGTHS



STRATEGY

- MISSION



GROWTH



# **Assessing The Landscape**

**Effective Managers Need To Be Constantly  
Developing Their Expertise.**

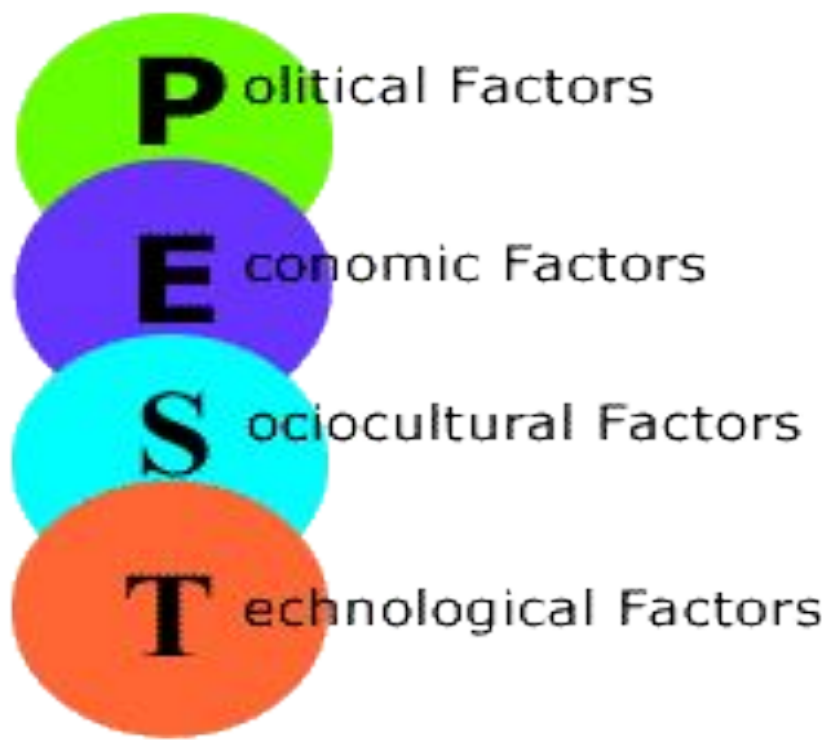
**Managers Need to Absorb Tremendous Amounts of  
Information From a Myriad of Sources.**

**They Must Possess a Filtering Mechanism Forcing  
Them to Discard Much of What They Gather.**

# Assessing The Landscape

**Effective Managers Aren't Interested in Points-of-View. They Search for Events That Spark Trends.**

**Spotting Trends Keeps You Ahead of the Curve. You Are Not Attempting to Predict the Future, but Obtain Clues So That You Can Make Inferences on Events That May Impact Your Business.**



# Forward Trends

**Retail Businesses Are All Community-Centric**

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**Businesses Must Concentrate on Marketing & Innovation**

**Companies Must Be Organized for Maximum Advantage with Flatter Structures.**

**Staff is the 'Value-Added' & The Key in Tomorrow's Talent-Driven Economy.**

**The Customer Experience (CX) & Community Relations are paramount.**

**COVID-19 Changed The Business Environment Going Forward**

# Tomorrow's Core Skill Set

**Accurately Assessing the Landscape is  
Only Half The Battle**

**Managing in Tomorrow's Environment Will Require A  
Very Specific Skill Set**



# Tomorrow's Management Skill Set

**Possess a High Tolerance For Ambiguity**

**Have Inherent Curiosity - Constantly Wondering How Is The Business Working, What Impacts It, How To Improve The Process**

**Realistically Assess Your Own Nature & Biases and Be Able To Discount Its Effect on Your Decision Making**

**Be a Strategic Thinker - Not a Strategic Planner**

**Place Coaching Skills As a Top Personal Requirement**

**Be Talent-driven. Strive to Hire Dynamos and Pay & Train Them Well. When Hiring Think In Terms of Roles or Functions vs. Specific Jobs.**



**The only thing we know  
about the future is that it will  
be different.**

Peter Drucker



# #1 Reason Customers Stop Dealing With a Business:

*Indifference, Rudeness, or Lack of Service on the  
Part of Employees*



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# **‘Hostile’ Business Practices**

- Employing Under-trained Staff
  - 
  - Poor/Unfriendly Service
    -
  - Inconvenient Business Times
    -
- Slow Response To Customer Queries/Problems
  - 
  - Inconsistent Service Practices

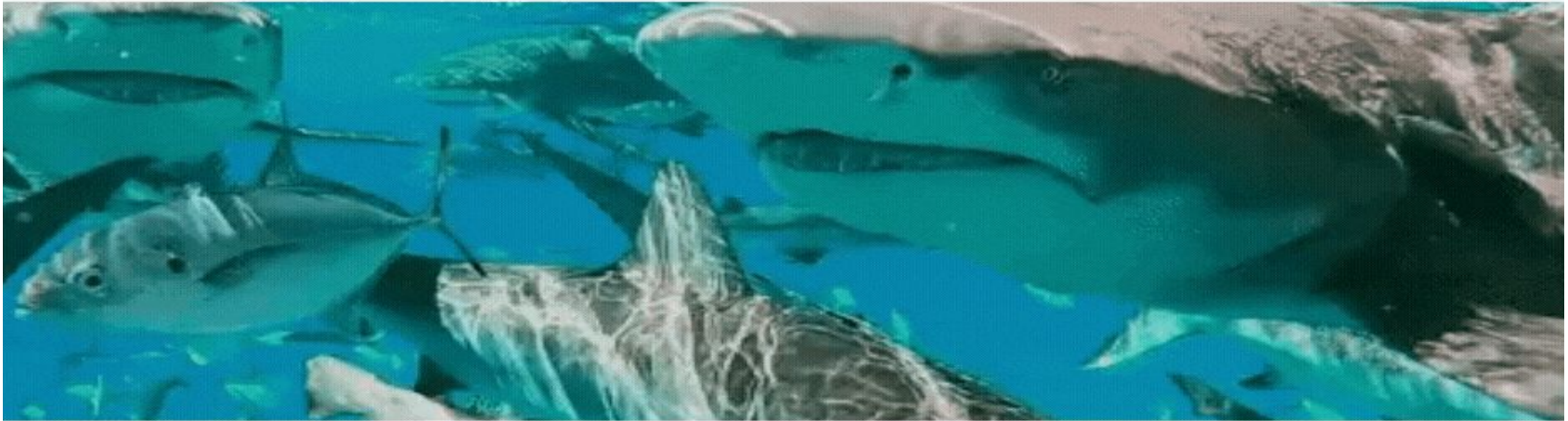
# **‘Hostile Practices’**

**Remember. It Is Not Only Blatant Mismanagement  
and Major Mistakes That Cause Customer  
Dissatisfaction and Defection.**

**It is Also Those Customer Practices Which Are  
Mildly Hostile, But Which Over-time Cause Customer  
Departure.**

**The Next Portion of The Slide Show is on  
The Customer Experience**

**Competiton is Fierce**



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**CX**  
CUSTOMER EXPERIENCE

# **CX - Customer Experience**

**90% Of Businesses Compete Primarily  
On The Basis Of CX**

**CX Has Become The Battlefield On  
Which Customer Loyalty Is Won or Lost**

**CX MUST BE A PRIORITY FOR EVERY BUSINESS**

# CX System

- Total Management Commitment
  -
- Knowing Your Customers - Stay Close
  -
- Developing Standards of Quality Service
  -
- Hire, Train, & Compensate Good Staff
  -
- Work Toward Continuous Improvement

# **The CXO**

**Quickly Developing In Major Corporations Is The Position: Chief Customer Experience Officer (CXO).**

**A Senior Level Position Charged With Evaluating, Directing, and Overseeing The CX Experience Throughout The Entire Organization.**

**CXO Has Major Input Into Branding and Marketing**



# Next: The High Performance Culture

"Do or Do Not. There is No Try."

Yoda

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# **‘High Performance Culture’**

**Hire Well - Pay For It - Provide Freedom**

**It's NOT How Much You Work BUT How Much You  
ACCOMPLISH**

**High Performance Employees Can Do The Work Of  
Two or More Average Employees**

# **‘High Performance’ Culture**

**We Are All Mobilistas - We are Hooked on Mobile  
Devices - Communication About Anything Is  
Instantaneous**

**Therefore, Businesses Must Be Nimble & Adaptable  
With A Culture That  
PRIZES INNOVATION & RESULTS**

LEADERS

DRIVE VALUES

DRIVE BEHAVIORS

DRIVE CULTURE

**CULTURE  
DRIVES  
PERFORMANCE**



# High Performance Culture

**Increase Employee FREEDOM - Don't Limit It.**

**Attract & Nourish INNOVATIVE People So Business  
Has Better Chance at Sustained Success.**



# **‘High Performance’ Culture**

**As They Grow Most Companies Focus on  
Procedures To Regulate & Control - While This  
Process Drives Efficient Execution - It Hampers  
CREATIVITY/FLEXIBILITY.**

# **‘High Performance’ Culture**

**In the Future: The Best Business Will Be Managed  
Like Pro Sports Teams.**

**You Want Stars In Every Position. You Want  
Employees To Think Strategically, Are On Brand,  
And Are Able To Separate What Can Be Done Well  
Today and What Can BE IMPROVED  
TOMORROW!**

VALUES

MISSION

VISION



# Privacy Of Data

**Uniform Privacy Protection Of Online Information,  
for all Americans ... Is Coming!**

**We Should Have The Ability To Control How Our  
Internet Data is Collected And Used**

# **Tomorrow's Managers' Daily Thoughts**

**TEACH DAILY: View Training As A GROWTH Initiative**

**Include ALL Employees In The Corporate Vision and  
Brand Development**

**YOU ARE IN A SELLERS WORK MARKET: Hire &  
Keep The Best Talent - Forge Career Paths**

# **Tomorrow's Managers'**

## **Daily Thoughts**

**Ask? “Will Winners Want To Work Here?”**

**How Can We Offer A Culture, Environment, & Reputation That Makes “BEST TYPES” Want To Work Here?**

**Spur Competition To Motivate But Make Sure It Builds Growth**

# Going Forward

**Corporate Power Will Shift From Professional Managers To Experts.**

**Companies Will Own Only Those Assets Critical To Their Mission And Rely On External Ecosystems, ie. the Cloud, Blockchain Derived Databases, and Soft-skilled Staff To Manage & Secure The Company**

# Two Major Marketing Trends

**Speech Analytics** - the science of finding hidden meanings, wants, and aspirations in customer responses. Artificial Intelligence software that listens for words, tone and tenor that helps identify emotions and sentiment. A tool to track and improve CRM, target marketing, customer retention, CX, and Brand reputation.

# **‘Nudging’ : More Than A Light Push**

**Nudging, any aspect of ‘choice’ that steers people’s behavior in a predictable way - without changing their economic incentives.**

**Simple Example: Asking people to sign at the top of a disclosure form rather than at the bottom, puts ethics up-front and reduces cheating by 45%.**

**Nudges are human behavior motivators that are transparent.**

# Q & A

**What have you learned and what is your take-away for this workshop?**

**Do you agree with what has been said today?**

**Contact: [4MPerformance.com](http://4MPerformance.com)**