

## Clarity and Focus

These are two of the most powerful words in determining the success of a business; unfortunately for majority of businesses these words do not exist.

Why are they so powerful?

When a business has Clarity and Focus the resources within that business are used in their most effective manner and the human resources are totally engaged on the same identified targets. There is a minimization of waste and an increase in productivity over similar businesses that Do Not have Clarity and Focus.

Without Clarity and Focus people are making decisions on where they think the business is headed and in a lot of cases those decisions are incorrect as they are made based on the persons own fears, ego and beliefs.

History has shown that businesses that have spent time and continually spend time on Clarity and Focus are exponentially more successful in the long term than those that do not.

To assume that adults should know what they should be doing is fraught with danger. We as business owners and leaders need to be the people that Clearly identify and instill in our team the Clarity and Focus on the direction and Strategy that our business needs to take, so they not only understand what we are attempting to do but also understand where they fit in to the picture and what is expected of them.

Then and only then can they make the correct decisions.

A business that is successful in their Clarity and Focus has the following instilled in their business:

- A Vision Statement covering all Stakeholders (What we are aiming to build)**
- A Mission Statement (How we are going to go about achieving our Vision)**
- A Purpose Statement (Why we exist)**
- A Core Values Statement (How we are going to behave)**
- A Strategy Statement (Our overarching direction)**
- A Business Plan with Short, Medium, Long Term Goals (The key strategies we need to achieve to get to our overall company strategy)**
- A Full Procedures and Systems Manual (The way we are expected to do things)**

Not only do they have these key components, but every decision that is made at every level of the business is based around whether it will assist the business in achieving its Strategy, Vision and Purpose or whether it will take away from that.

Only once there is Clarity and Focus in the business through the statements and documents above can truly educated decisions be made. Without these two components then decisions are no more than gambling with the future of all stakeholders involved in the business.

You may get away with it for a while and have some wins but eventually you lose.



It is important that in both times of uncertainty and certainty in the market all businesses spend time on Clarity and Focus. If you have not done this then start the process now, or if you have, then re-visit it, adjust and improve to ensure you and your team are all continually moving forward in the same direction.

If you are looking for assistance with Clarity and Focus in your business, then contact Darren Wedge or Mike Currie from Wedge Consulting International on 1300 323 133 or [mike@wedgearp.com.au](mailto:mike@wedgearp.com.au).

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