



Westpac

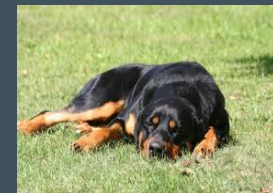
MANAWATU
BUSINESS AWARDS

Business Fit Workshop

Are you ready?

- Are you ready to spend time reflecting on business practices and aspects of your business that you may not usually have the opportunity to spend time on?
- Are you ready to explore aspects of your business to showcase your excellence?

A chance to work **ON** your business rather than **IN** your business



Today's workshop

- Opportunity to talk about what you want to do, how far you've got and any obstacles encountered
- Things you say/ask are of interest to everyone else – they lead to useful and motivating insights
- You'll get suggestions from others; you'll take away things to work on and will have ideas about your entry

Make notes in your application pack

4. HISTORY

- Overview of business – you might write this last
- Abstract/summary
- Write about what your business *does*; describe its history and distinctive character
- Explain what makes you special – Competitive advantage
- Remember to list achievements and results

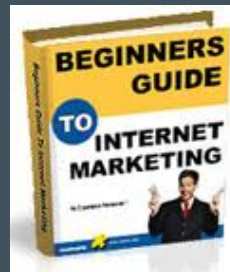
5. VISION, LEADERSHIP, GOVERNANCE

- What is your vision/mission?
- How is it communicated throughout your organisation?
- Convey a real sense of where you are headed
- How do you lead?
- What role does governance play in your business?
- Can you give an example to show vision, communication of that vision and progress towards that vision?

Show excellence

6. MARKETING AND CUSTOMER FOCUS

- What does your marketing involve?
- Do you have a marketing plan? How do you use that plan?
- How do you collect and use information?
- Who/what is your market?



Show excellence

Key to marketing

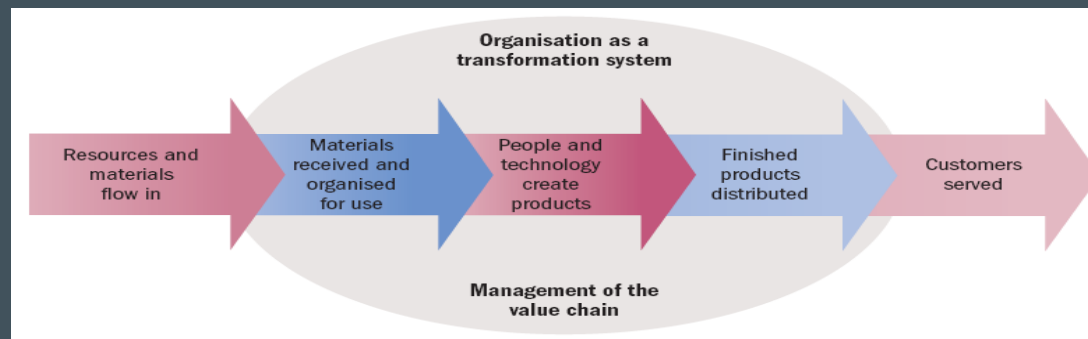
Know the business you are in, develop campaigns with the objective of making a single minded proposition come alive in a compelling way

- Know the answers to these three questions:
 - What am I selling?
 - Who am I selling to?
 - Why should they want to buy it from me?

7. QUALITY AND SYSTEMS

Link between competitive advantage and the ability to *always* deliver *quality* goods and services to your customers

- Is quality a core value?
- Is the quality commitment reinforced in all aspects of your work environment?
- Can you give examples of how this happens?
- Describe your regulatory/compliance environment



Performance excellence

1. Bias towards action
2. Closeness to the customers
3. Autonomy and entrepreneurship
4. Productivity through people
5. Hands-on and value-driven
6. Sticking to the knitting
7. Simple form and lean staff
8. Simultaneous loose–tight properties

8. SUSTAINABILITY

Sustainability is the use of resources to enable society to satisfy current needs, without compromising the ability of future generations to meet their needs

- How do your sustainability principles influence your business activities?
- What are your sustainability objectives?
- Do you have specific and measurable objectives to achieve?
- How do you measure your progress?
- How is embracing sustainability helping you to achieve your other business goals?



9. PEOPLE MANAGEMENT

As an employer you are looking to buy the services of the very best people, whose capabilities and motivations match the demands of your organisation

- How do you attract your talented and energetic workforce?
- How do you develop them?
- How do you retain them?
- Tell us about how your workplace is unique

3-5 words to describe workplace culture?

- What are your core values?

Show excellence



10. INNOVATION AND KNOWLEDGE

New ideas, systems, procedures or technology that have increased efficiency and/or resulted in new products or services

- New products?
- New services?
- New processes?

- How do you mobilise your talent and intellectual capital to support creativity and entrepreneurship?
- How does your top management support innovation?
- What results have you gained?



Show excellence

11. PLANNING AND STRATEGY

Strategic plans define long term needs and set action directions for your organisation

- What objectives do you have for your entire organisation?
- What actions will you need to take to achieve these objectives?
- What resources will you need?
- What strategic choices have you made?
 - Tell us what you have done strategically



Planning is a *process*, not an event

Even if you are on the right track; if you stay still eventually someone is going to run you over

- What tools and techniques do you use in your planning?
 - Budgets?
 - Forecasting?
 - Scenario planning?
 - Benchmarking?
- Tell us about participation in your planning



Show excellence

12. BUSINESS PERFORMANCE

What is performance excellence?

- How do you measure your performance?
 - Financial?
 - Sales?
 - Loyalty?
 - Longevity?
 - Sustainability?
 - Contribution?



- What performance indicators do you have that might be specific to you?
- What performance gaps do you have?

Show excellence

Performance excellence

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13. COMMUNITY AND INDUSTRY

Building and maintaining positive relationships with your community/sector/industry

- How does your community benefit from your organisation?
- How does your business benefit from this contribution to your community?
- Tell us about networks, memberships, scholarships/sponsorships, mentoring, staff involvement
- Tell us how you value your community and how your community values you

Show excellence



You are ready

You are the expert on your business

Be honest, rather than creative

Business Capability Assessment – Vision Manawatu

Save humility for when you win – when you are excellent, tell us and tell us *how*

We want to identify and celebrate performance excellence

Show excellence

