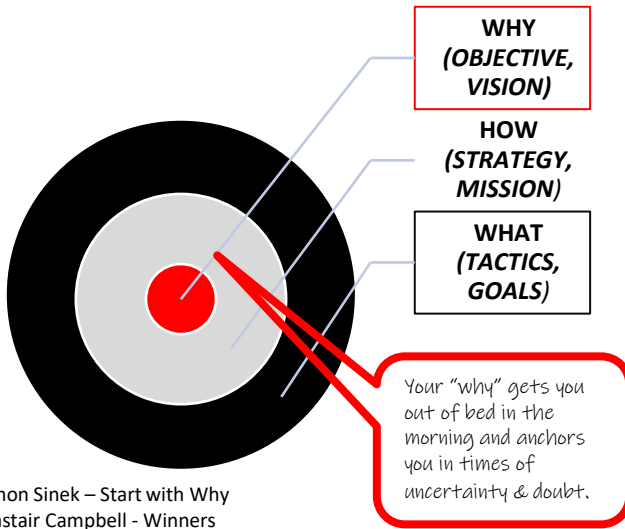


# BACK TO THE CORE: STABILITY THROUGH DISRUPTION

## 1. KNOW YOUR WHY/OBJECTIVE



Simon Sinek – Start with Why  
Alastair Campbell - Winners

DAIRY BUSINESS EXAMPLE

### WHY/OBJECTIVE/VISION:

- to maintain a standard of living
- to continue the family’s legacy
- succession – a healthy business for the next generation
- to fund a passion.

### HOW/STRATEGY/MISSION:

- a viable dairy business.

### WHAT/TACTICS/GOALS:

- efficient and cost effective system of choice
- employer of choice status
- excellent herd profile.

DAIRY BUSINESS EXAMPLE

## 2. SET GOALS IN LINE WITH YOUR OBJECTIVE

### Top tips for SMART goal setting:

- put as much detail into each step as possible → the more detailed the goal the easier it is to spot opportunities to achieve it
- write down and share your goal to create an incentive to complete it
- break a large goal into its component tasks
- always include time for eventualities
- expect the goal to change and evolve
- mentally rehearse what needs to be done.

- S** **Specific:** What do you want to do?
- M** **Measurable:** How will you know when you’ve completed it?
- A** **Achievable:** Is it realistic/feasible?
- R** **Relevant:** Does it contribute to your objective?
- T** **Time-bound:** What is the deadline? What is the breakdown?

## 3. CONTROL THE CONTROLLABLE

Apply yourself - focus	Communication - improve	Distractions - eliminate	Energy levels - maximise	Finance - leverage
Management - apply systems	Mood - monitor	Production costs - control	Response - plan	Time - prioritise

## 4. REVIEW REGULARLY

- what is the status vs. the target – evaluate
- are your results in alignment with your objective - reflect
- is the goal ambitious enough/too ambitious given situational factors - adjust
- identify what’s working - continue these
- identify what’s not working - discard these?

## 5. PRAISE AND REWARD

- celebrate when you reach milestones
- rewards are viewed differently – ask
- a well placed “thank you”, an admission of error or an acknowledgement of a better idea can be very rewarding for the receiver
- ongoing encouragement is crucial (incl. self)
- regularly return to your “why” to stay focused.

## IN SUMMARY...

1	Get clear on your “why”	2	Turn your “why” into tasks	3	Influence what you can	4	Keep aligned with your “why”	5	Enjoy the journey.
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