



Dear Friends,

As a professional, and leader in your field, you are invited to 'opt in' to receiving my newsletter.

I work with business owners and managers to improve communication, increase customer loyalty and maximize cash flow.

As always, if you don't want to receive this newsletter, please feel free to unsubscribe.

Best Wishes,
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**Fred Peterson
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MISSION STATEMENT

"My mission as a business advisor is to help my clients to achieve their goals; both personal and professional."

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Team**

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Personality profiles, and how they can **help you and your team** to become more effective, please visit [DISC Profile Depot!](#)

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THE LEADERSHIP CORNER

Today, let us communicate about one of the cornerstones principles of building a successful and valuable business.



It's all about Market Share!

In today's economy, large corporations, small businesses and non profit organizations are challenged more than at anytime in recent history. We have:

- New inflation worries
- Record Foreclosures
- Run away energy prices
- Stagnation
- Personal & Corporate bankruptcies
- Increasing unemployment #'s AND low consumer confidence

It would seem that the party's over, **AND** has been for some time now!

YES the party appears to be over, BUT let's not turn out the lights just yet.

Instead, let us shine that light on the great opportunities available in times like this. Shine that light, and focus on the opportunity to dramatically grow market share, and thus improve the health of our organizations.

Market share is the first, and perhaps the most important performance indicator to measure the health of any organization. There are several components to growing market share.

Component #1: LEADERSHIP

Remember that the successful businessperson - Manages Systems AND Leads People

No organization can build or maintain dominant market share without strong leadership at the top, and throughout the organization. Leadership must be maintained on two fronts:

- Internal; employees, associates and vendors
- External; customers, prospects and shareholders

INTERNAL LEADERSHIP. As a leader, it is necessary to:
#1 Evaluate and establish market share growth goals (evaluation will be discussed in future news letters)
#2 Effectively COMMUNICATE the goals to your internal team.

Your "team" is likely made up of multiple divisions and departments, staffed by individuals with differing personalities and motivations. Effective leadership takes all these variables into account when communicating goals to the team.

Understand personality variable and, think about communicating to your team by addressing What, Who, Why and How. All of us want to know the what who, why and how the goal will be reached. But, each of us has one of these areas which dominate our thoughts and concerns, and for which we need the most information.

Prepare your communication with your team to address:

The **WHAT** group -

- What is the bottom line?
- What is our current market share?
- What is the target goal, and when will it be achieved?
- What will it mean for the organization?
- AND What is my share of the reward when it is achieved?

The **WHO** group:

- Who is our target "customer"?
- Who are our major competitors?
- Who will lead the major initiatives?
- Who will be on the various teams?
- Who will receive recognition for success in achieving goals? Will I get the recognition I crave and deserve?

The **WHY** group:

- Why do we believe growth in market share is achievable?...define the metrics.
- Why did leadership pick the particular growth target?
- Why should I believe the strategy you are outlining will be successful?
- Why should I be "on board" with this program?
- Why should I believe this will improve our organization?

The **HOW** group:

- How will this impact the company?
- How will this impact my job?
- How will we do it? ... specific step by step tactics
- How will this impact my friends, co-workers and our customers?
- How will this initiative result in more security?

Engage and communicate with your team. Consider their needs when communicating your market share (and other) goals. Seek input from the team prior to announcing your "final goals", and thus secure buy in from these critical stakeholders.

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