



30 Experts in 30 Days – Action Worksheet

Interview with Paul Laughlin

1. Focus On the Data You Can Act On

Take a close look at all of the reports and other data that you have pulled and you analyze daily, weekly, and monthly. Identify each report, column, and chart that you haven't taken a specific business action on during the last three months as a result of that piece of data. Find out if others are acting on those pieces of data. Ask for the specific action they are taking for each piece of data and how that piece of data is essential to taking that specific action.

List below some of the reports, charts, and columns of data that have become data fillers for your business.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

TAKE ACTION: Double check with those who receive those reports and make sure they don't need those reports or columns. Once you've confirmed the data isn't needed, remove it from you data analysis processes. Apply this same principal when you or others request adding new reports or new data elements to reports. Ask yourself or others what specific business actions they will take in relation to that data and how the data is essential to taking that business action.



2. Gain Stakeholder Buy In by Providing Support to Others First

List below those individuals within the business who you need direct support from to help better serve your customers. This could also include groups of people.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Start by choosing one of the individuals (or groups) from the list above and spend some time with them, ask them questions, and gain a much better understanding of them. What are their top priorities, dreams, and passions? What are their biggest problems and what pain are those problems causing them? What are their biggest fears? What are they working on now?

Try to uncover in the discussion one of their priority needs and something that you can do to help them with their need.

TAKE ACTION: Take the time this next week, if possible do it tomorrow, and do something to help that person with their priority need and give it to them. Don't ask for anything in return.

3. Increase Employee Empowerment a Step at a Time

On your path to greater employee empowerment, start by identifying some very practical areas where you know it's safe to give more freedom. We need to move increasingly away from scripted responses. But don't try to change it all overnight. Do structured pilots where you can do some A/B testing to measure the impact of the changes.

Interview your employees and ask them what tasks they do that are slow, inefficient, and/or frustrating to customers. Ask them questions to uncover why the tasks are slow or frustrating.



Is it because of certain policies or procedures? Do the employees lack the authority to resolve issues in an efficient manner?

List below five to ten of these tasks that your employees identify and write down the current obstacle to managing each task faster and easier.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

TAKE ACTION: Choose one of the tasks from the above list that you will change the policies, procedures, or something else to give your employees greater authority and ability to resolve the issue in a faster and better manner. Create a plan for putting the change into place. The plan should include clear communication with anyone affected by the change. It will likely also require some training to make sure the employees are well equipped to manage the new ability you are giving to them. Consider making the change for only a few people at first to test out the changes, gather feedback, and then determine if you are ready to roll out the changes to others.



4. Set up Mentoring within Your Business

Identify five soft skills that one or more people within your business need to develop. List the skills below, and beside each skill, list who needs to learn the skill.

1. _____
2. _____
3. _____
4. _____
5. _____

For each soft skill listed above, identify one or more people within your business who are skilled in each soft skill. If there is no one within your business, see if you know anyone outside of your business who might be willing to serve as a mentor in that subject area.

1. _____
2. _____
3. _____
4. _____
5. _____

TAKE ACTION: Within the next week, set up and schedule at least one of the mentoring partnerships. Follow up periodically with the individuals in the mentoring partnership to see if there is anything you can do to help make the mentoring relationship more effective. If you didn't list a soft skill that you could benefit from learning, consider identifying one and find a mentor for yourself also.