

# Webinar: A Good Beginning



Lindberg Netværk  
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# New Year resolutions



## Did you make one?

Statistics from University of Scranton on Americans' new year resolutions:

- 45% of Americans make resolutions
- 75% of those make it past the first week
- 71% make it past the first two weeks
- 64% make it past one month
- 46% make it past six months
- 18% fully achieve their goals

## Why they very often fail

They are not S.M.A.R.T:

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound

It's free to fail:

- No consequence (no pain, no gain)

## Is it better to give up?

Of course not, but you need to achieve the majority of your goals:

- If you don't you will be removed

# On the right track

A man with glasses, wearing a light blue shirt and jeans, is sitting on a wooden rocking chair on a railway track. He is holding a newspaper and looking towards the horizon. The track is made of wooden planks and metal rails, and it stretches into the distance under a blue sky with scattered clouds. The surrounding landscape is a flat, open field with some dry grass and a few trees in the far distance.

## Maybe you really are, but ...

- If you stand still and the train comes ...
- Especially from an unexpected direction

## It's easy to be tempted

- **Don't be complacent just because things go well**
- **These days it's not curiosity that kills the cat – it's complacency!**

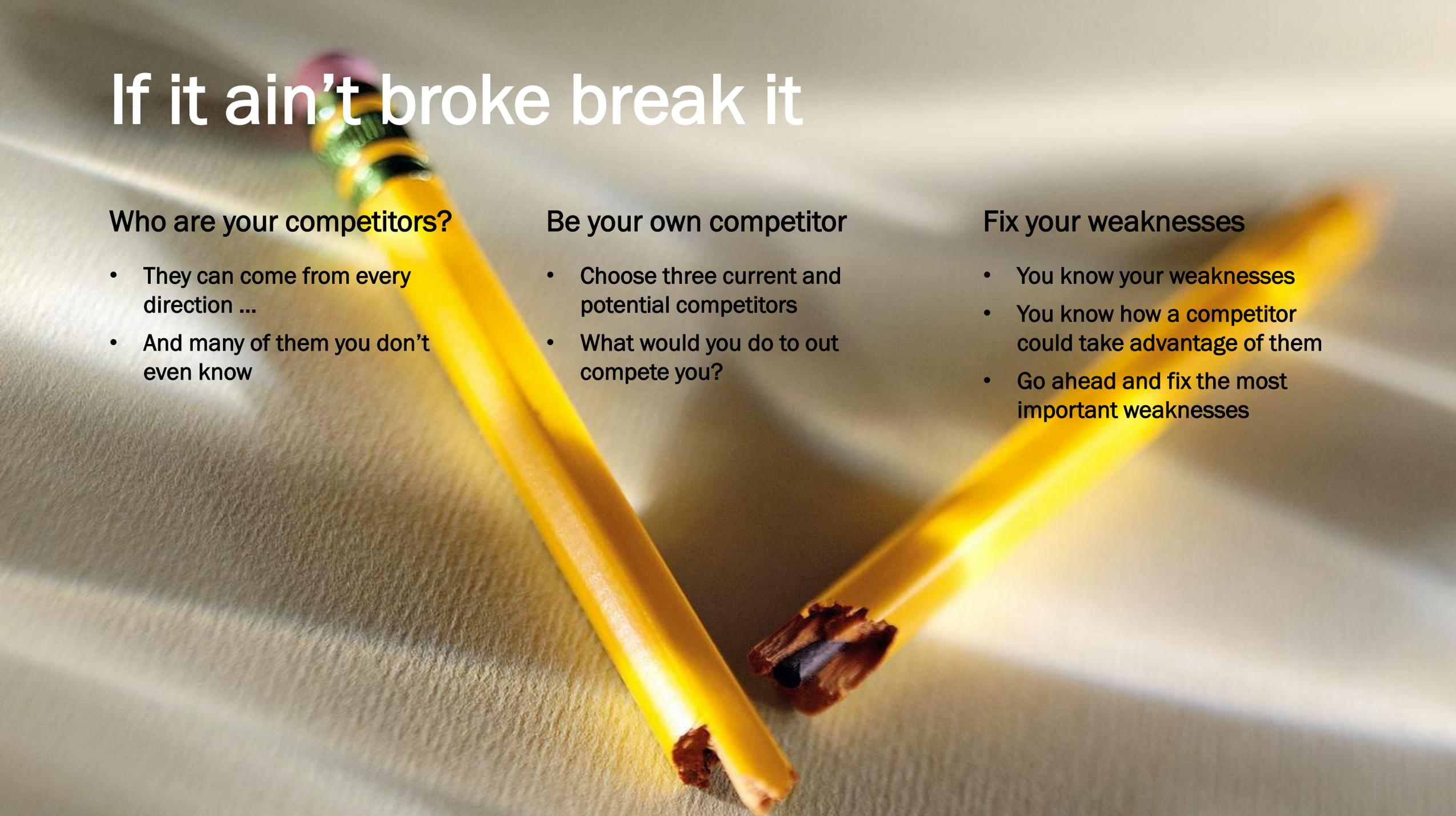
## Don't just read the paper

- You should not read the newspaper, you should be the ones they write about in the newspaper. ...
- In order to reach that you need to be interesting, to stand out.



*If you do not know where you are  
and how things look around you  
then it is impossible to know where you should go  
and the best way to get there!*

# If it ain't broke break it

The background of the slide features two broken yellow pencils lying on a white, textured surface. One pencil is positioned vertically on the left side, with its eraser end at the top and a small piece broken off from the bottom. The other pencil is positioned horizontally on the right side, with its eraser end on the left and a large, jagged piece broken off from the right end. The lighting is soft, creating gentle shadows and highlights on the pencils and the surface.

## Who are your competitors?

- They can come from every direction ...
- And many of them you don't even know

## Be your own competitor

- Choose three current and potential competitors
- What would you do to out compete you?

## Fix your weaknesses

- You know your weaknesses
- You know how a competitor could take advantage of them
- Go ahead and fix the most important weaknesses

# What are you good at?

## Good is not good enough

- You need to take advantage of your strengths, but what is a strength?
- You have many things you are good at, but only very few **strengths**

## It needs to provide value

- Do your strengths provide value to your customers?
- Value means
  - Making more money
  - Saving money

## It needs to be sustainable

- You must answer 'Yes' to these three questions:
  - Does it resonate with your customers?
  - Is it different from your competitors?
  - Can you prove the value in real life?



# You need to be brave

A man in a dark suit, light blue shirt, and white tie is balancing on a thick, dark rope that stretches across the frame. He has his arms outstretched to the sides for balance. The background is a blurred aerial view of a city with modern buildings and a body of water under a blue sky with light clouds.

## Choose one thing

- Most companies have a hard time choosing one thing to focus on
- Reason: They are afraid to choose, like kids in a candy store

## Leave your comfort zone

- Why is it so difficult to leave your comfort zone?
- In many cases lack of self confidence, but more importantly: Fear of losing
- You CAN'T go on playing safe!

## More/less; start/stop

- Take a careful look at what you are doing – and make some bold decisions:
  - What should you do more of?
  - What should you do less of?
  - What should start doing?
  - What should you stop doing?

# Prepare to be agile

## Things are changing

- Why not be the one who decides the direction instead of following in the footsteps of your competitors?
- It's your choice!

## Less red tape

- Reduce your bureaucracy – who benefits from it anyway? Probably not your customers!
- Some employees want a safety net (bureaucracy), but are they the right ones to bring you forward?

## Empower the brightest

- *“We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness.”*
- I don't fully agree
  - Let all pursue their personal happiness
  - But empower the brightest to make relevant decisions at “the moment of truth”



London 2012



# Change is good ...

## Would you rather starve?

- Take advantage of the time of the year to make a good beginning
- Think through the advice from this webinar
- Make decisions – what would you do if you could decide?
- Send your thoughts and decisions to me and I will provide you feedback

## I mean it 😊

- Part of being member of Lindberg Netværk (make your life and job more interesting and relevant)



Thanks for  
listening

**Michael Lindberg**

[ml@lindberg-international.com](mailto:ml@lindberg-international.com)

+45 40 63 49 75

[www.lindberg-international.com](http://www.lindberg-international.com)