

Five classic issues

1 “We are struggling to grow the business ...and take it to the next level”



Building a successful business is no mean feat. Of course, along the way, there are always hurdles to overcome.

Sometimes the barriers are obvious, more sales are needed or bigger premises are required. However, sometimes the barriers to growth are not so apparent.

Are you sure you know what is preventing you obtain the success you desire?

- The business is stuck at a certain level of profit and turnover
- There's a fear of how the business can be scaled while keeping the company culture
- Staff are disillusioned and frustrated, and there is low staff morale
- We are concerned we may be putting the business at risk
- We fear we will lose engagement with staff.

None of these are problems. They are symptoms of a deeper problem or problems. These fall into two categories:

- functional problems
- personal and interpersonal problems.

Functional problems arise from a failure to recognise and address the changing needs of the business as it grows, or even as it simply changes to meet external factors. Usually, changes need to be made and usually they are not made early enough, resulting in problems before the changes are implemented and unnecessary difficulty implementing them.

Personal and interpersonal problems can show up in many ways: stress, (lack of) motivation, apathy, (more or less overt) conflict, and even guilt and shame. Once again, these are symptoms of deeper issues. Often, it is necessary to recognise that the business is not moving forward because it is being held back. The fact that noone is aware of doing this doesn't mean it isn't happening. A successful intervention has to start from this premise; if it's wrong in specific cases, that will become quickly apparent.

2 “I'm becoming stressed and disillusioned”



Is your business helping or preventing you achieve personal goals? How about your staff?

Why do you go to work? However much you enjoy what you do most people work in order to enable them to live the lifestyle they desire.

However, for many, somewhere along the line, the work takes over and many of the lifestyle goals get indefinitely put on the back burner.

Has this happened to you?

At *emotional intelligence at work* we unlock the barriers that are often preventing people from being able to live the life they want.

- Personal frustration and disillusionment lead to low morale. This permeates the team leading to general low staff morale
- Unable to achieve personal goals, job is at risk -most people's personal goals are tied up in their business. Failure to achieve in one, greatly affects the other
- All the emotional difficulties set in when one is struggling with business issues to which they cannot find an answer
- As a result, my job is at risk
- The business is suffering.

3 “I am unable to get my team to deliver”



Are you struggling to get the most out of your team?

Have you suddenly found yourself in a leadership role for which you do not feel qualified?

At *emotional intelligence at work* we work with business leaders and their teams in order to ensure they can bring the best out of the individuals and groups with whom they work.

When your business success depends on the performance of others, it is vital you have the tools to help them succeed.

- Without being able to lead a team effectively, the business has no chance of flourishing
- Loss of a job, or even risking the survival of the business, is the logical result
- For our sales messages to be effective, we must directly address the issues that will be in our potential client's mind
- However, it is important to understand the aspirational aspect of the purchase. That is, we must be seen, ultimately, as part of the solution to the problem.

This is essentially a leadership issue, where it is imperative to see the difference between leadership and management.

4 “We are unhappy with the level of customer service we provide”



In such a competitive world, failure to deliver first class customer service will adversely affect the business’s performance. That’s the conventional view (and, on the surface, it’s true).

However, a more useful approach to ensuring the business provides a level of customer service which will ensure its success is to consider the purpose of the business is to provide service and the way it does that is to do marketing or service cars or sell shoes online. This is the view of Tony Hsieh of Zappos, and it illustrates that it is always necessary being clear the [purpose and outcomes of the business](#).

Failing to do this is one of the reasons for

- damage to the business’s reputation
- stress and disillusionment setting into the workplace
- gradual loss of competitive advantage.

No business can offer a greater level of service to its customers than the people in it deliver to each other.

Another area that needs to be addressed is the consequences of this. This places the responsibility of ensuring a high level of customer service on internal management and how good it is.

5 “Changes in the market place require us to change the way the organisation works”



Concerned about how to change your business?

Nothing stays the same forever. But change is never easy. Change on a company wide scale is even more fraught with pitfalls. However, failure to change can be an even bigger business risk.

With all of us working in a fast paced digital economy we will, at times, have to implement changes within our organisations to reflect the market and stay competitive.

At *emotional intelligence at work* we work with companies to ensure they can implement change smoothly and successfully.

- As markets change, in a fast paced dynamic global economy, organisations find themselves needing to alter their own business or risk their very survival
- The current way of running the business is no longer viable
- Staff morale is low
- People are unable to achieve personal goals.

emotional intelligence at work offers an integrative approach, combining coaching, mentoring, teaching and consultancy as needed to help clients address their issues and solve their problems. This is the fastest, most effective and most skilful approach.

Jeremy Marchant