

CREATING  
CONDITIONS  
FOR SUCCESS

MidAmerica  
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# CREATING CONDITIONS FOR SUCCESS

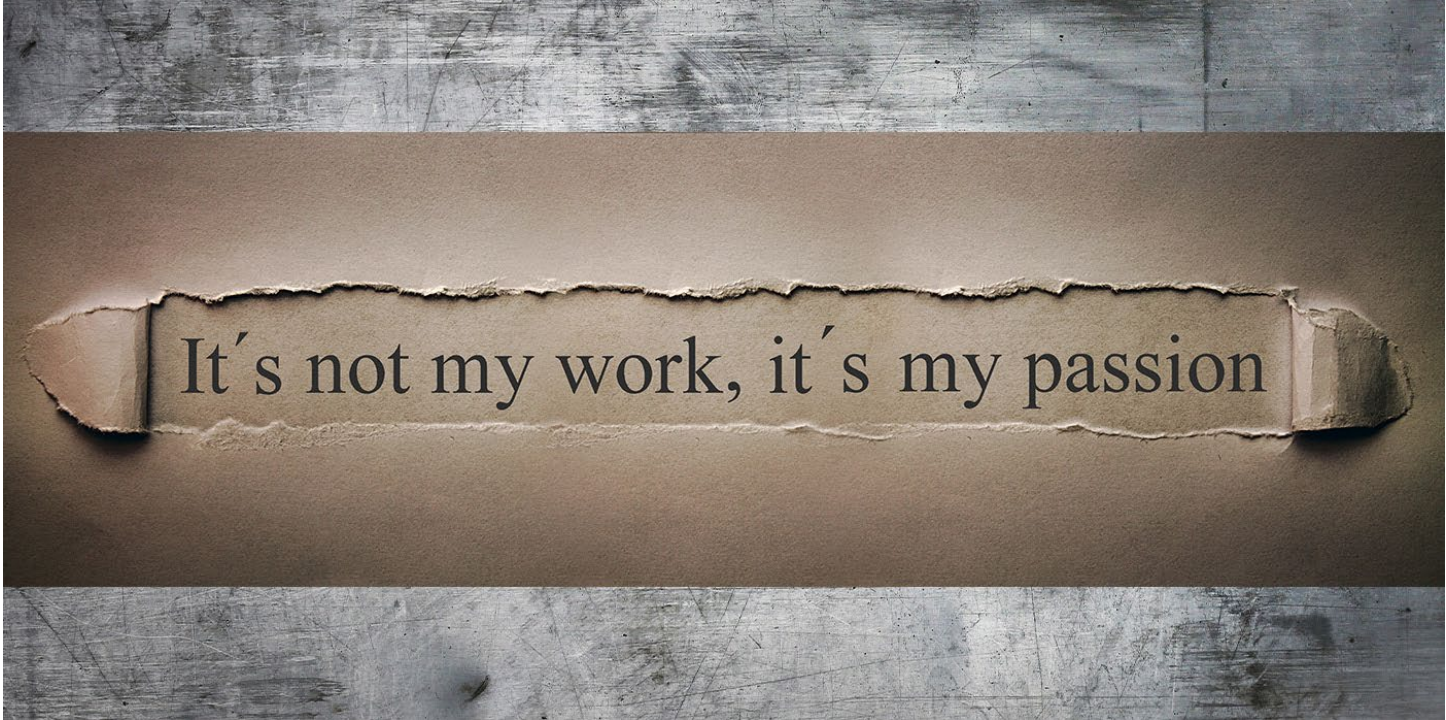
PRESENTED BY DANIEL G. KUESTER

DK  
D A N K U E S T E R  
DK



ESSENTIAL THINGS  
SUCCESSFUL  
BUSINESSES HAVE  
IN COMMON.  
DOES YOURS?

A business that can foster the same passion they have for their products within their personnel is one that will deliver excellence to their customers at every point along the way.



It's not my work, it's my passion

- Business owners willing to take chances tend to achieve more than those who play it safe.
- Successful businesses may be established enough to follow stable business processes but are also bold with risk-taking.
- They know that failure is just a start to becoming successful.
- While they're practical, successful entrepreneurs are always willing to make modifications.

WILLINGNESS  
TO TAKE  
CHANCES

# UNIQUE VALUE

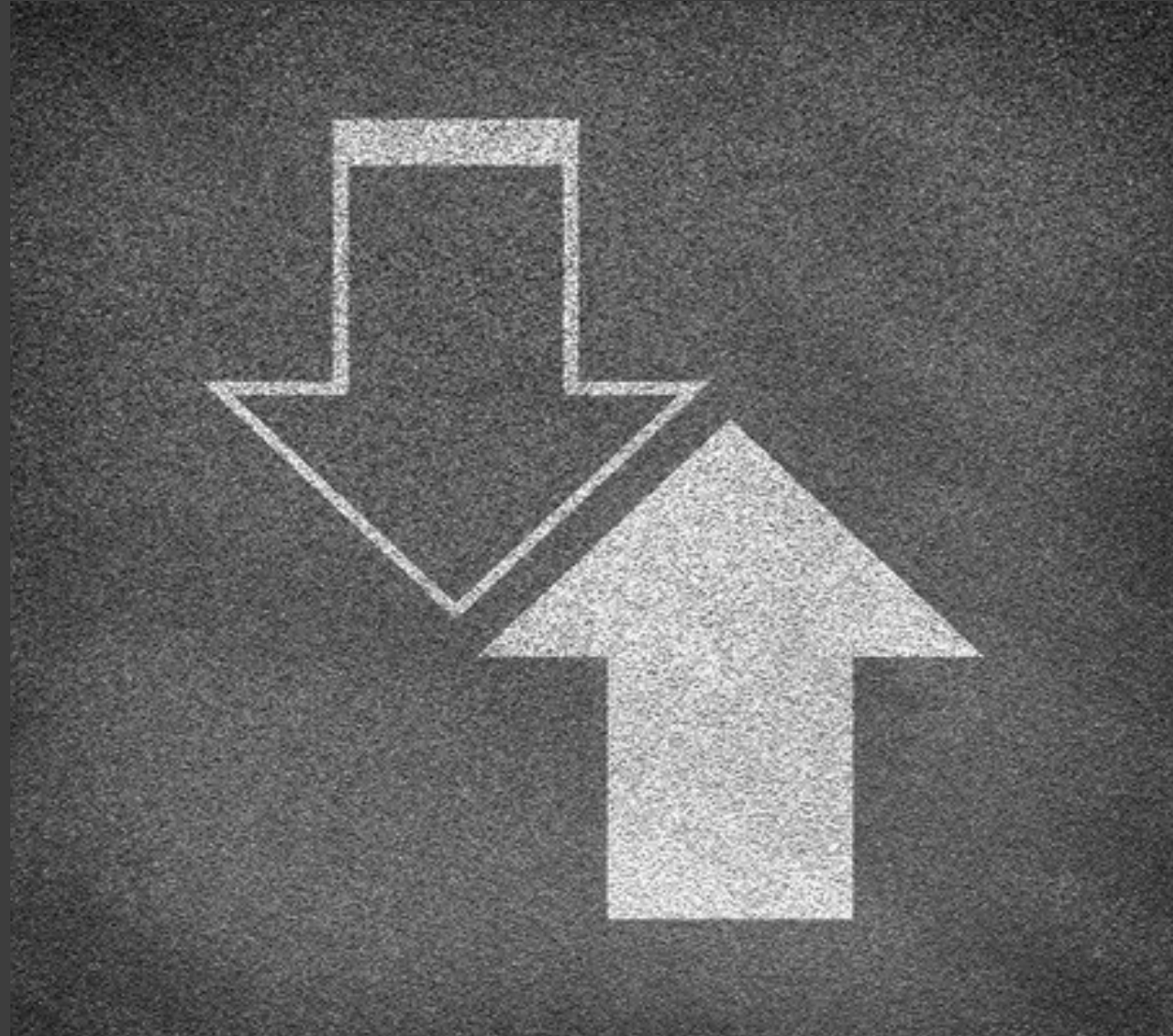


- Providing customers with unique value helps businesses stand out from their competitors.
- We can't all have the cheapest prices, but you can surely emphasize other aspects of benefit.
- From engaging industry experts to add to your customer service, to finding unique goods/offerings, to executing loyalty programs, there are countless ways to make your business distinct from your competitor.

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# TENACITY

- To both reach and retain success, businesses must have tenacity, or determination, and persistence in the face of conflict.
- Tenacity will allow you to withstand the toughest of times and fully embrace the best of times.
- There will always be ups and downs throughout everyone's lives, yet with owning a business, you will certainly experience those ups and downs to the extreme ...
- If you have the tenacity to push through tough times and work hard to achieve your goals, you'll most likely become a successful business, through and through.



## CUSTOMER-CENTRIC APPROACH

- Many businesses get swept up with their own personal goals and lose sight of those who matter most: their customers.
- One thing successful businesses have in common is ... a strong customer focus.
- They create a culture that is centered around their customers and focus their processes, products and services around their service needs.
- Delivering constant high-quality products/services also helps them succeed as people's regard for them remains high and positive.





# GOOD MARKETING

- Successful businesses tend to have good marketing strategies that got them there in the first place.
- Businesses normally obtain the most success through their marketing efforts.
- The key to your marketing strategy is to employ as many marketing channels as possible.
- For instance, pulling customers by pay-per-click advertising, newsletters and social media is expected to attract more customers than it would from practicing just one of these courses.



## STRONG VISION



If you lack a specific vision or company mission, your business won't be consistent and that can hurt your bottom line.



Most successful businesses have a strong ultimate objective by which they strive for every day.



These businesses achieve their goals by setting short-term, medium-term and long-term objectives which they go on to accomplish day by day.



This vision is not just instilled into higher-level management but even lower-level employees that work together in synergy to achieve their firm's ultimate goals.

# PASSIONATE LEADERS



- Passionate leaders are the backbone of thriving businesses.
- One of the key characteristics of a successful business is a leader (or leadership team) who gets their employees as excited about their product or service as they are.
- A business that can cultivate the same dedication the leaders have for their company in their employees is one that will deliver excellence to their clientele at every touchpoint.



## EMPOWERED EMPLOYEES

- Employees play a crucial role in a business's success and development, and it's important they're in alignment with their company's mission.
- Most successful business owners make sure their employees are empowered to make decisions and take ownership of their work. That means there is no micro-management, nor is there any fear-mongering. Rather, it is a collaborative approach.

# ADAPTABILITY

Keeping up with your customers' ever-changing expectations.

Businesses that are resilient and withstand the tests of time, including pandemics, are the ones that are the most adaptable.

With the fast pace of technology these days and constant shifts in trends, it's important to be able to mold your business accordingly.

## DIVERSITY

- Diversity is especially important today, as consumers and businesses alike are aiming to be more inclusive and socially responsible.
- The notion that two heads are better than one only works if both of those heads are listened to and each of them have something different to say.
- If not, a company can get a louder version of the wrong answer.
- Diversity, when coupled with collaboration, ensures innovation and a wider skill set for the company.



# EMPLOYEE RETENTION: 7 WAYS HR CAN HELP TO RETAIN YOUR BEST



- Get to Know Employees Individually
- Provide Constructive Feedback
- Offer Growth Opportunities
- Give Employees a Voice in Decision-Making
- Ensure Equitable Treatment
- Maintain an Open-Door Policy
- Acknowledge and Reward Outstanding Work
- Conclusion

Create	Create an engaging onboarding process
Pair	Pair with a mentor
Schedule	Schedule employee performance reviews
Show	Show your appreciation
Encourage	Encourage a work-life balance
Offer	Offer professional development opportunities
Provide	Provide competitive compensation and benefits
Implement	Implement team-building activities
Offer	Offer more perks
Keep	Keep communication lines open

## HOW TO RETAIN AN EMPLOYEE





**Success is  
dependent on  
effort.**

**Sophocles**

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