

Your Guide to the  
**“Working Together”**  
management system



Helping Boards to manage better, lead better and think more strategically

*“Working Together always works.  
It always works.*

*Everyone has to be on the team – they have to be  
inter-dependent on one another”*

ALAN MULALLY

ex-CEO Boeing Commercial Airplanes & Ford Motor Company

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# **INTRODUCTION and HOW TO USE this Guide**

*“I don’t know how to fix your business. You do.  
You already have the people who can do that. What I can do is give you the  
tools to do it, and act as an 'ice breaker' within the organisation”.*

First, this Guide is simply a brief introduction to the concept of how I coach and help entrepreneurs and business owners – using a connected culture, where processes and behaviours work *as one* and everyone (everyone!) works together to deliver Profitable Growth for all the stakeholders – team members, customers, suppliers and everyone who comes into contact with your business.

*Because if your business isn’t profitably growing, it’s actually dying.*

Second, the Working Together system at the heart of my coaching builds on the foundational insights of renowned leaders such as Frances Hesselbein, Sarah McArthur, Marshall Goldsmith and Alan Mulally. Their groundbreaking contributions to stakeholder-centred leadership have informed and inspired my own approach. While aspects of their work have been generously shared with the public, the application of these principles within my coaching is uniquely tailored and delivered to each of my clients.

I really hope that these few pages give you an idea of what is possible when everyone truly works together with a compelling vision, a comprehensive strategy and relentless implementation.

Finally, the *Working Together* system is simply a *process* – it can work in a small business, large corporate and even at home with your family and it delivers results without emotion. And the best part is that, when an issue arises, you just go right back to the beginning and just make sure you’re following the process.

It always works.

**Guy**



## Some of the **FREQUENT ISSUES** that I see in organisations with a **COMMAND and CONTROL** culture

- X Direction is only top down
- X Information is restricted (*including finances*)
- X No Compelling Vision
- X No Comprehensive Strategy to achieve the Vision
- X Siloed teams with no cross-communication
- X Too many decisions made with emotion
- X No clear performance metrics
- X No regular reviews of the business
- X Problems are kept hidden for fear of retribution
- X There is no genuine Working Together philosophy

# To add the greatest value to an organisation, everyone needs to **WORK TOGETHER**

## THERE MUST BE:

- ✓ **Compelling VISION** - *simple, easy to understand, no corporate speak*
- ✓ **Comprehensive STRATEGY** - *to achieve the Vision*
- ✓ **Clear PLAN** - *one plan for everyone across the business*
- ✓ **Relentless implementation** - *constantly review against the plan*

## WITHOUT THESE ELEMENTS, YOUR TEAM MEMBERS:

- ✗ Don't feel part of that team – they will feel excluded, uninformed or isolated
- ✗ They will not be able make the right contributions
- ✗ They will be unhappy and not display the right behaviours internally and externally
- ✗ You will see high churn rate of key members of the team

# The Importance of a **CONNECTED CULTURE**

- PROCESSES and BEHAVIOURS must work together

## PROCESSES

- \* Compelling Vision
- \* Comprehensive Strategy
- \* Relentless Plan
- \* Business Plan Review
- \* Status & Forecast
- \* Special Attention areas

Connected Culture  
- mutually dependent

## BEHAVIOURS

- \* Everyone included
- \* Authentic leadership  
- *you are how you behave*
- \* Humility, Love & Courage
- \* Discipline
- \* Positive attitude
- \* Civility
- \* Respect & listen to each other
- \* Zero tolerance for violation
- \* Have fun!

# The **CULTURE** of the **WORKING TOGETHER** management system allows it to generate **PROFITABLE GROWTH** for **ALL** stakeholders

## THE FIVE KEY POINTS OF THE CONNECTED CULTURE:

1. Principles and Practices
2. Governance
3. Leadership team
4. Creating Value Roadmap for the business
5. Business Plan Review (BPR)



# The **PRINCIPLES** and **PRACTICES** of the “**Working Together**” process are fundamental to it operating as a **SYSTEM**

## TEN IMPORTANT STEPS THAT WILL DETERMINE THE SUCCESS OF YOUR BUSINESS:

1. **People first** - everyone is included, total transparency
2. **Compelling Vision** - simple, understandable, no corporate speak
3. **Comprehensive Strategy** - to underpin the Vision
4. **Relentless implementation** - laser focus and no distractions  
- constantly review where you are against the Plan
5. **Facts and Data, not emotion** - they never let you down
6. **Clear Processes and Metrics** - to measure performance against Plan
7. **Authentic leadership** - you are how you behave
8. **Positive attitude** - always find a way
9. **Emotional resilience** - trust the process, it always works
10. **Value and appreciate each other** - have fun! (but no jokes at anyone's expense)

# Questionnaire

ANSWER THE FOLLOWING QUESTIONS TO UNDERSTAND HOW THE “WORKING TOGETHER” SYSTEM CAN BENEFIT YOU AND YOUR ORGANISATION

**What would success look like to you?**

1. Happier, more cohesive team
2. Improved revenue
3. Confidence in the future
4. Other:

.....

.....

**What are the top three issues in the organisation that keep you awake at night?**

1. ....
2. ....
3. ....

**Does your business have a Vision or Mission Statement? If so, what are they?**

.....

.....

**Do you currently have a Strategic Plan for the business? (Yes / No)**

.....

**How often do you review performance against your Plan?**

.....

**What are your top three strengths as a leader?**

1. ....

2. ....

3. ....

**What are your top three weaknesses as a leader?**

1. ....

2. ....

3. ....

**How do you think your team views you as a leader?**

1. ....

2. ....

3. ....

**What have been your traditional views of coaches and mentors?**

1. ....

2. ....

3. ....



I invite you to arrange a free 30-minute call with me, so you can begin to understand how the “Working Together” system will give you the tools and motivation to succeed – *and to help you manage better, lead better and think more strategically.*

**Guy**

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