

The Smartwolf Core

People, Process, and Pay Plans

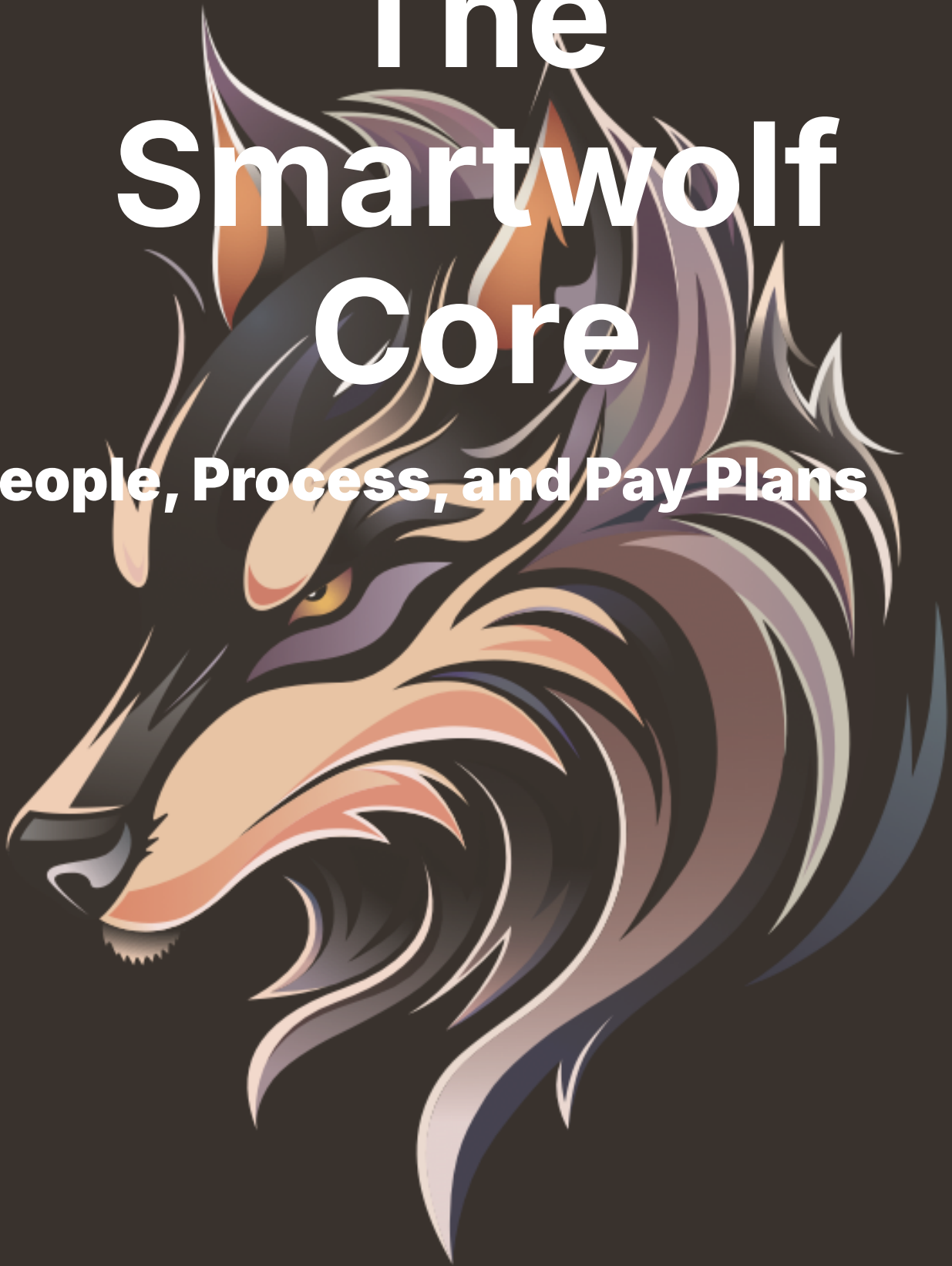




Table of Contents

Here's What You're About To Discover

1. Introduction
2. People
3. Process
4. Pay Plans

Introduction

We could agree that all great businesses have a solid foundation. However, a strong/solid foundation can be so vague that it can become overwhelming sometimes. Let me introduce you to the Smartwolf Core.



The Smartwolf Core is something that I have worked on for over 20 years. I have taken time to work on ideas that have failed and been great at times. With constant evolution and evaluation, I have successfully implemented this strategy across multiple businesses, no matter how many people or the company's size. Below, I have spelled out the basics of the Smartwolf Core; this is just the foundation of the Smartwolf Core.



When I join your team, I will give even more insights and a deeper understanding of maximizing this philosophy. Things all start with how you build a strong foundation. When you think about creating a foundation, it always makes more questions than answers. Do you start with the business plan, personal, process, or elsewhere? I would attest that the real foundation is your people!

PEOPLE:

Your People are the key to a successful foundation. Now, I know when I say this, most people in business will say they are already aware that people are essential. The big thing is, if everyone knows that people are critical, why do we not make that the focus of the business? When I use the phrase, PEOPLE, it doesn't just refer to the person. There is so much more to the PEOPLE.



**First,
finding the right person for your organization
is a task that is harder than one might think; I
subscribe to the theory of hiring slowly and
firing fast when it comes to personnel.
Please remember that this phrase is just a
guideline for finding the right person; getting
into the process can get
complicated.**



The Smartwolf Core eliminates complications and makes things more efficient and straightforward. When you take a breath and think about what you need to find the right people, I recommend finding three to five non-negotiables in a potential candidate and focusing on those. Business can get complicated because we focus on too many areas rather than the core foundation.



When we focus on the foundation, we can remove complications and move faster. When you find 3-5 things to focus on, you will create a more effective culture since the people you build together all fall into the same 3-5 things you made as your non-negotiables. With Smartwolf Consulting, one of the things I provide is guidance and a sounding board for what those things should be

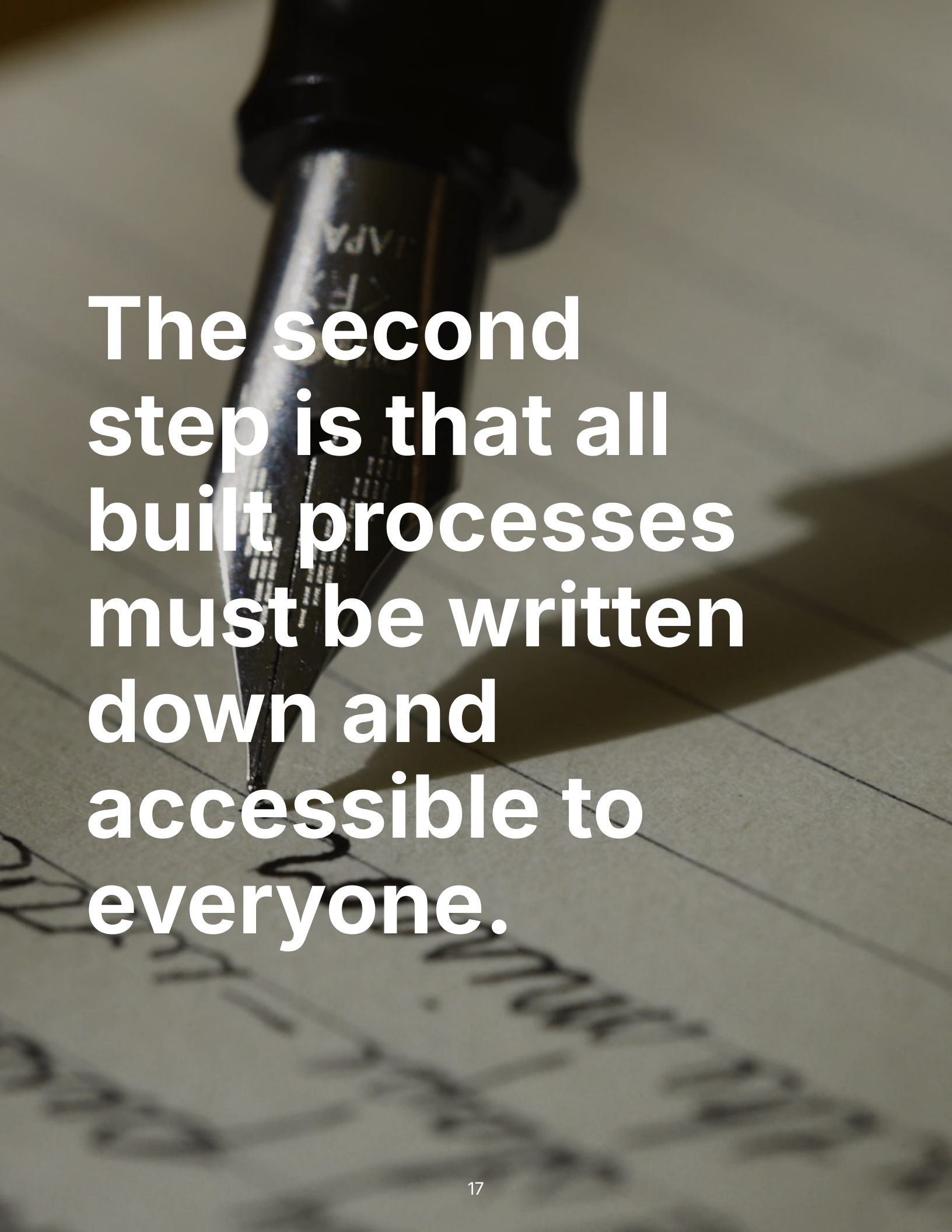


Now that we have covered the start of the foundation with your people, it is time to move on to creating the process. With the Smartwolf Core, the process is the glue and the key to consistency. When creating a process, as we talked about with people, we must simplify things and make it easy to understand.

PROCESS:

Good people with great processes are still very successful, bad people with great processes can still be maintained, and great people with great processes are unstoppable. Though people are still the core value, the process is the engine that will make a company survive.

The first step in building the process again is picking what is essential to the business and what the process is designed to do. Any built process must have five steps or less to ensure management implementation, comprehension, and accountability. That doesn't mean that the whole process can't have more than five steps, but each subject should have no more than five steps.



**The second
step is that all
built processes
must be written
down and
accessible to
everyone.**

The third step is that the process must be clearly defined and black and white. Processes are not guidelines and have to be followed every moment of every day. Because of the lack of accountability, what starts to weaken most companies is the inconsistency of their processes and the fact that their people need to learn what the process is.

The fourth step is accountability. After spending all this time finding the right people and the right process, you must ensure an incredibly high standard of accountability. If senior leadership doesn't have high standards and accountability, how will your people be accountable.

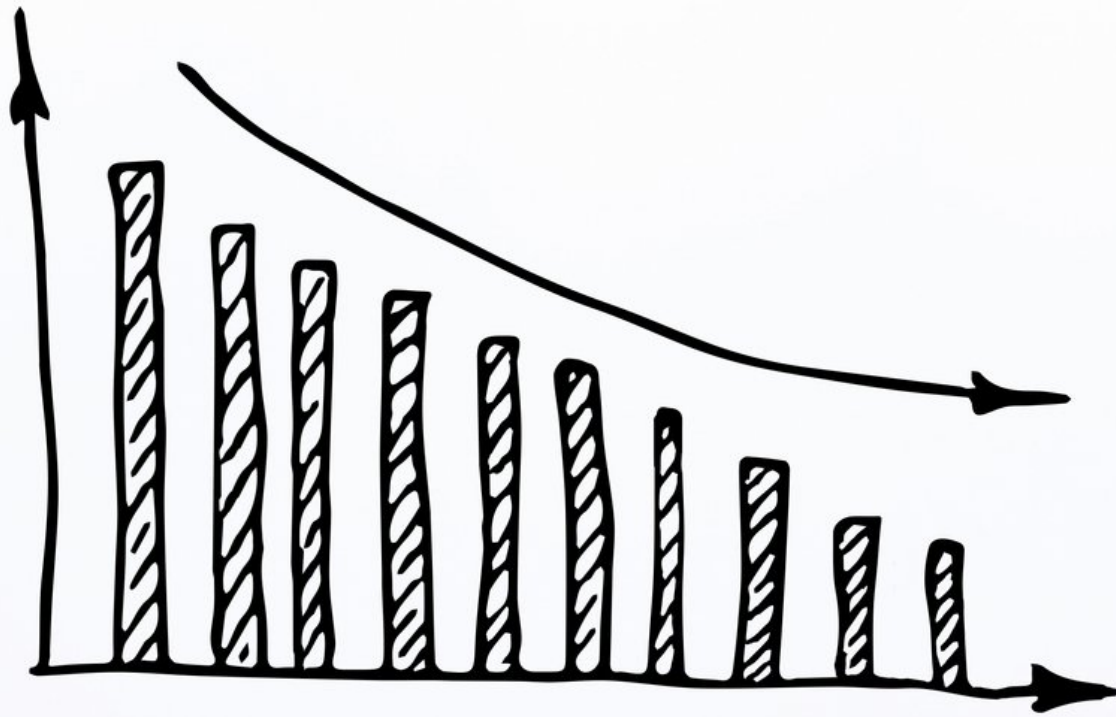


We have covered PEOPLE and PROCESS, and now, for the third and final element of the Smartwolf Core.

That is PAY PLANS. Pay plans are how the company can get and measure results. Again, like anything else, this must be simple and easy to understand. However, when built and created correctly, pay plans can navigate your business results. In my experience, everyone determines how to maximize their pay plans and bonuses, so I prescribe that you create a pay plan to drive the results you want for your business.

PAY PLANS:

To create an effective pay plan, you should first ask yourself what result you are trying to get from the employee for whom you're building the pay plan. If you want volume, create a plan heavily focused on volume. If you wish to have more gross, concentrate on generating gross. Now, at this point, I am sure you're thinking this is super obvious, and you already knew this. Okay, if that is the case, why haven't you done it, and why haven't you changed what is in place? I know, in my experience, it is because it is hard to change something in place.



Step two is that the pay plan must be easy to understand for the people it is for. When employees cannot calculate how they are getting paid, they get discouraged and stop believing that they can hit the goals and performance metrics. As I have often alluded to, things must be simple and straightforward.

Step three, which will take some trust in building together, is to be open to help. This is to challenge what you have in place and to create a more effective solution. Maybe you're asking yourself how or why you need help. Well, ask yourself this: How would your employees respond if you asked them one question after presenting the pay plan? What is the one thing you would change about this pay plan? It allows you to see if they have a good idea and things to consider when evaluating them for a raise or promotion.



If you have more questions or want to grow your people or company, contact Smartwolf Consulting today at WWW.SmartwolfConsulting.com or call me at 916-588-6263.



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