

Before We Start....

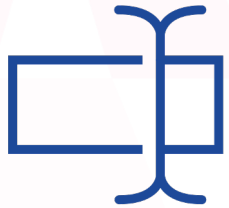


You can mute and unmute yourself throughout the session

Phone: Press *6
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If you wish to speak, please use the “raised hand” icon in your Zoom toolbar and the moderator will unmute you.



Hover over your name and click “More” to rename yourself to:
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We strongly encourage you to keep your video on during the session.

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TRADE ACCELERATOR PROGRAM



ATLANTIC – TAP DIGITAL 2023 Day 7 – February 7, 2023

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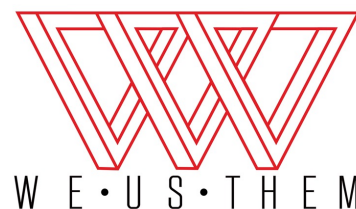
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SCALING EXCELLENCE: PROCESS AS AN ACCELERATOR

SYMPPLICITY DESIGNS

Matt Symes

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Scaling Excellence: Process as an Accelerator



Thank you!

THE MAN IN THE ARENA

“IT IS NOT THE CRITIC WHO COUNTS; NOT THE MAN WHO POINTS OUT HOW THE STRONG MAN STUMBLES, OR WHERE THE DOER OF DEEDS COULD HAVE DONE THEM BETTER. THE CREDIT BELONGS TO THE MAN WHO IS ACTUALLY IN THE ARENA, WHOSE FACE IS MARRED BY DUST AND SWEAT AND BLOOD; WHO STRIVES VALIANTLY; WHO ERRS, WHO COMES SHORT AGAIN AND AGAIN, BECAUSE THERE IS NO EFFORT WITHOUT ERROR AND SHORTCOMING; BUT WHO DOES ACTUALLY STRIVE TO DO THE DEEDS; WHO KNOWS GREAT ENTHUSIASMS, THE GREAT DEVOTIONS; WHO SPENDS HIMSELF IN A WORTHY CAUSE; WHO AT THE BEST KNOWS IN THE END THE TRIUMPH OF HIGH ACHIEVEMENT, AND WHO AT THE WORST, IF HE FAILS, AT LEAST FAILS WHILE DARING GREATLY, SO THAT HIS PLACE SHALL NEVER BE WITH THOSE COLD AND TIMID SOULS WHO NEITHER KNOW VICTORY NOR DEFEAT.”

Theodore Roosevelt

Matt Symes

BA/BEd, MA, PhD (ABD – on Hold)

CEO, Symplicity Designs
President, United Sign & Trimline
Advisor, Smarter Spaces
Board Member / Investor, Mycodev Group
CEO, Sympli Scaling
Owner, Symes' Realty (Real Estate Holding Co)

Over the past 8 years, Matt Symes has worked with over 400 businesses to help them understand the Principles, Methods, and Tools of High Performing Organizations

Matt has been personally involved with more than 35 Deep Transformations helping organizations Get out of Crisis or go From Good to Great.

A Couple Highlights:

Helped to turn around **The Francophone Education System** in New Brunswick (4 years later - Fastest Improving in Canada, 8th fastest in the world, Fastest among Francophone school systems)

Helped **an owner to a 5m exit**, when 3 years earlier her business was worth not more than 200k - 36 months earlier.

Helped David Savoie, 3rd generation family business owner, take **Acadian Construction from 42m to 180m in 18 months.**



FORTUNE

JUNE 2019

FORTUNE.COM



The background of the slide is a close-up photograph of a large pile of old, thick books. The pages are yellowed and worn, and the spines of the books are visible. A semi-transparent green rectangular overlay covers the middle portion of the image, providing a background for the text.

IRRELEVANCE

Irrelevance happens when **the speed of change outside** an organization is greater than **speed of change** inside an organization.

Rick Warren

”

THE NEED TO CHANGE

SEARS



2 Lessons

Only 10% of Change
Succeeds

The Only constant is
Change

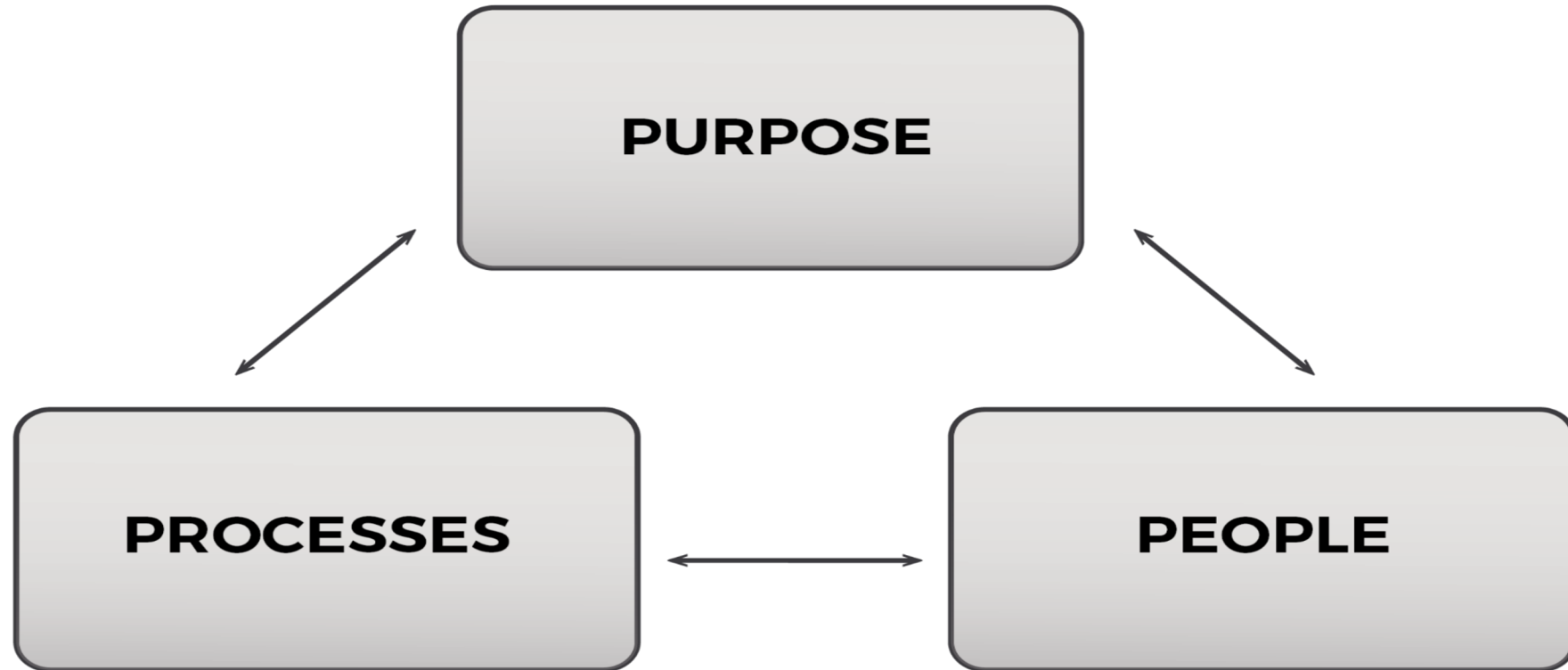




**Those who really succeed
play a different game**

SIMPLIFIED VIEW OF AN ORGANIZATION

Purpose, Process, and People



What is your
organization's most
valuable asset?



OUTSIDE IN

Dave Ulrich

**Author, Professor
& Speaker
(Ross School of Business)**

Books

- **HR From the
Outside In**



KEY PRINCIPLES

1. Customer #1 Asset – Outside in

The Customer's Chair

amazon



Symlicity
Designs 

KEY PRINCIPLES

1. Customer #1 Asset – Outside in



**WHAT
PROBLEM**

Are we

SOLVING?

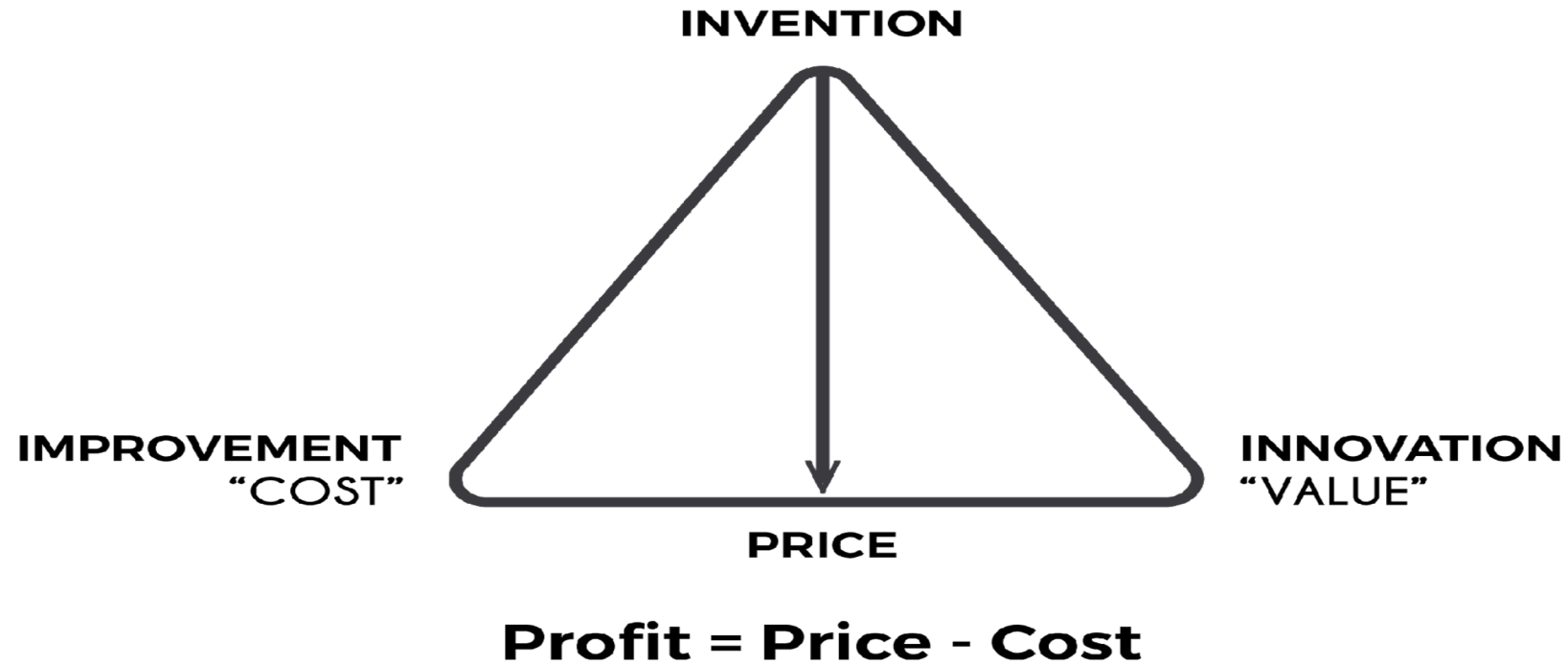
What is the job to be done?



What problem is being solved?



The Value Triangle



What are you terrible at in the service of great?

Most important to SWA target market



Least important to SWA target market

Low prices

Friendly service

Frequent departures

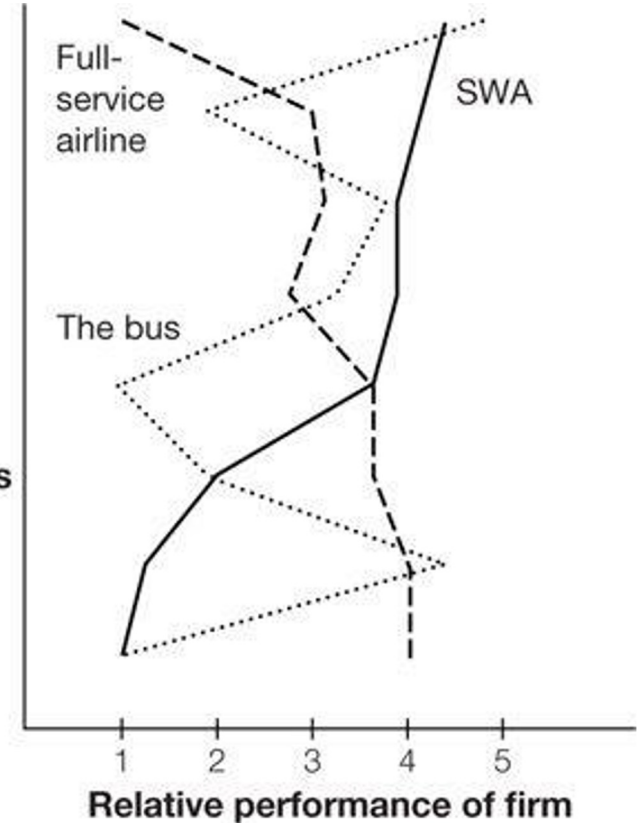
On-time arrivals

Fast transport

Convenient airports

Extensive network


On-board amenities



Principle #2

When it all goes
wrong where does
the blame go?





**85%-96% of your Problems,
Challenges, and
Opportunities will be
process issues.**

KEY PRINCIPLES

- 1. Customer #1 Asset – Outside in**
- 2. 85%-96% of your PCOs are process issues not people issues**



KEY PRINCIPLES

1. **Customer #1 Asset — Outside In**
2. **85%-96% of your PCOs are process issues not people issues**
3. **Leaders need to create the environment for People to be OWNERS**



Process as an Engine

Process as an engine

If you can't describe what you are doing as a process, you don't know what you are doing.

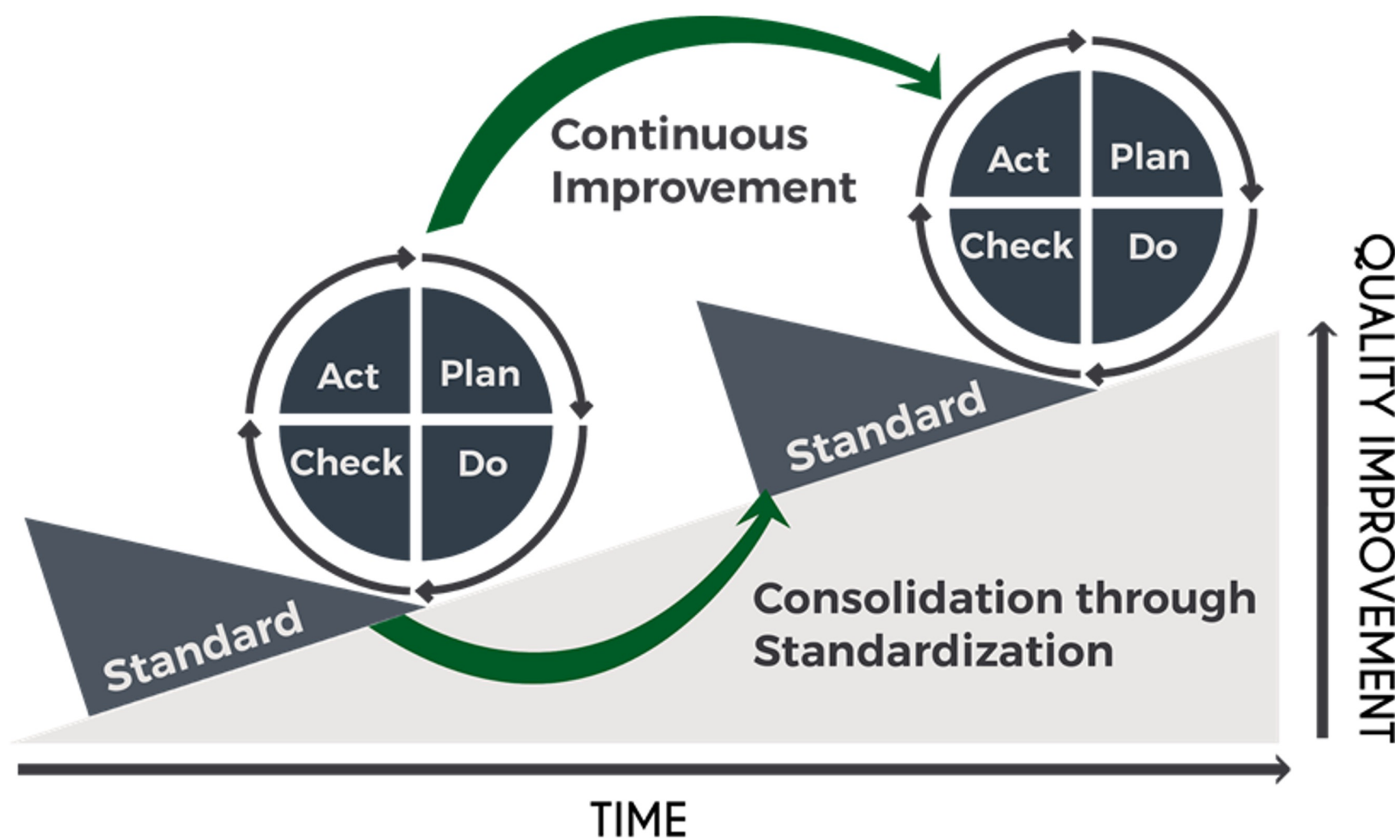
- Edwards Demming



The Sales Process



Anchor it with Daily Management: Plan – Do – Check - Act

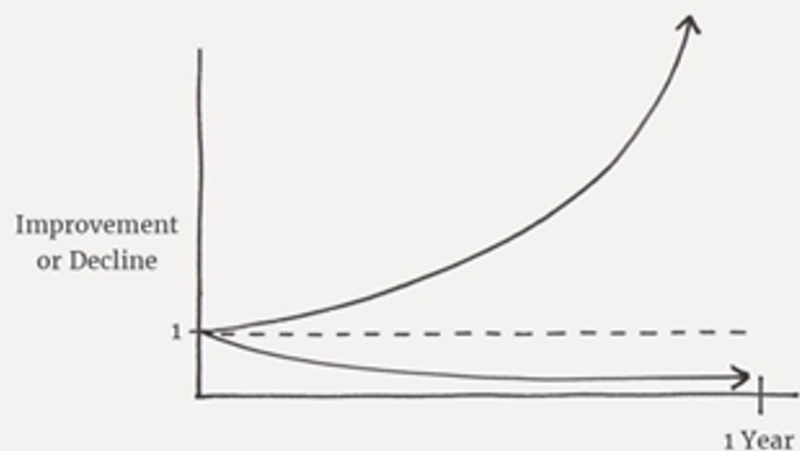


Make the process 1% Better every day

The Power of Tiny Gains

1% better every day $1.01^{365} = 37.78$

1% worse every day $0.99^{365} = 0.03$





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simplicity.ca



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Q & A

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DISCUSSION: Approaching New Potential Prospects

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DISCUSSION

THE APPROACH PROCESS

1. Call them on the phone?
2. Follow up with email and one-sheet attachment
3. Call them again, tell them you're planning a visit
4. Listen for level of interest
5. Plan your trip
6. Go and visit them!

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DISCUSSION:

Managing International Distribution Channels

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DISCUSSION

MANAGING INTERNATIONAL (SALES) DISTRIBUTION CHANNELS

1. Identifying: Sources to find them
2. Selecting: Key attributes they should have
3. Setting up: Equipping them (if they fail...)
4. Supporting: Helping them succeed
5. Motivating: Who is your REAL competition?
6. Monitoring: Hitting the targets you set together

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TOP 10 INTERNATIONAL BUSINESS PRIORITIES

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10 INTERNATIONAL BUSINESS PRIORITIES



1. Define your customer... with a magnifying glass!
2. Know your value proposition – with mathematical cost justification whenever possible (both products and services)
3. Tell a story that resonates with customers (especially services)
4. Develop relationships based on trust & respect
5. Use the Maple Leaf to your advantage
6. Tie benefits to the buying motivators you uncover during conversations
7. State prices with confidence, looking them straight in the eye
8. Ask lots of questions that lead to knowledge and empathy for their situation – listen 2/3 of the time
9. Follow up quickly and thoroughly
10. Be flexible – make it easy for partners to do business with you!

And remember... people do business with their friends... So GO FULL THROTTLE and HAVE FUN with your business partners!

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THE HUDDLE - WHAT KEEPS YOU UP AT NIGHT?

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THE HUDDLE

1. Share your best business advice
2. What keeps you up at night?

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SURVEY – DAY 7

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EXPORT PLAN FOCUS

Executive Summary and the Final Plan

Next Steps

- Your Final Export Plan is **Due March 3**
- Submit via **email to** Tap@halifaxchamber.com
- Mentors will review plans between March 6 – March 17
- 1:1 Mentor Meetings: **March 20 – March 24 via Zoom**
- Your mentor meeting schedule will be sent to you shortly

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