

Financial training For non financial staff



The financial training specialists

What's your objective? (Budgeting, Cashflow, Profit)

My last few blogs have been about managing our costs at work. Today I'm looking at achieving our aims.

We all have targets or objectives, plans and processes to achieve them. This blog is one of my processes to build awareness of what I do, and achieve the sales & marketing targets essential to my business success.

We often look at how we can make our processes more efficient, but sometimes we need to ask whether we even have the right process.

I often run a workshop exercise to illustrate this.

I tell participants that they have 60 seconds to make a paper aeroplane that will fly across the room.

Success is often elusive: a few paper darts make it across the room, but many don't!

Then I ask participants to make a completely different design that will fly across the room.

The "completely different design" usually results in another clutch of paper darts, some portrait rather than landscape, and with one or two additional design quirks.

But one or two people think about the challenge, grin, and screw their piece of paper up into a ball. A ball of paper flies across the room very well indeed!

The point of the exercise is that most participants are thinking about the process of making a paper aeroplane, rather than the objective of flying across the room.

And at work if we focus too hard on process improvement, we sometimes don't see that they're the wrong processes to achieve our objectives.