



---

## So you need to improve your productivity?

### *We can show you how...*

There are two valuable ways that you can achieve productivity improvement in a business.

1. Set targets, get work done, measure results and repeat this process.
2. Give people what they need to be successful using plain English.

---

In business, many people **manage by numbers**. It makes sense to set targets, allocate work and measure results. Logically, improvements can be gained by implementing new equipment, upgrading software or refining processes; the return on investment can be easily seen. Decisions are made by paying attention to numerical indicators such as production ratios, customer retention rates, wastage and so on. The manager's level of comfort is with '*what needs to be done*' and this focus is what drives most of the activity in the business.

Other people manage **with words** and find communicating with people is easier for them. They understand that to get long term results they can use conversations with their people that respond to individual needs. Their language includes 'Let's discuss', 'Have you considered' and 'What else could be done'. The manager's level of comfort is with 'how to help others be successful' and this focus is what drives most of the activity in the business.

**As a small business, we understand the critical nature of numbers as you do.**

As communication educators, **we help you create a language culture** that supports success for **every individual** so they can be their best and do their utmost **to achieve the targets set.**