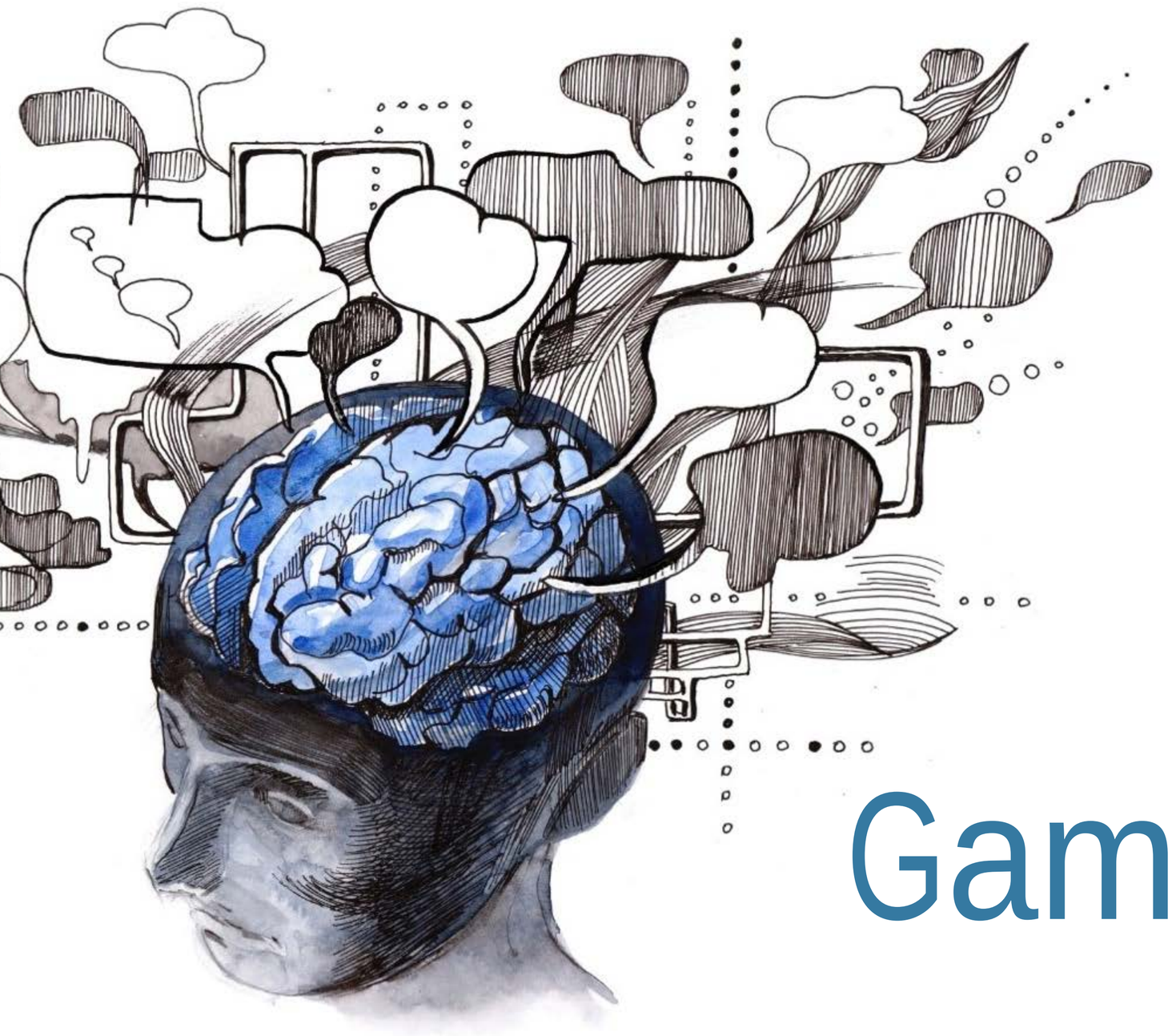


Why small steps win **big** results

Game of Inches™

workbook

by nigelcollin

Game of Inches™

Business is a game of inches and not a one off event. 99% of successes come from many small, practical steps rather than the single ‘Eureka’ moment. The big idea makes a good story in a speech, but it’s hard to incorporate into everyday working life.

Ask people to invent the next iPhone and they get paralysed by the pressure. Give them achievable processes for everyday incremental innovation and change and they can achieve greatness.

It ain’t about inventing the next iPhone

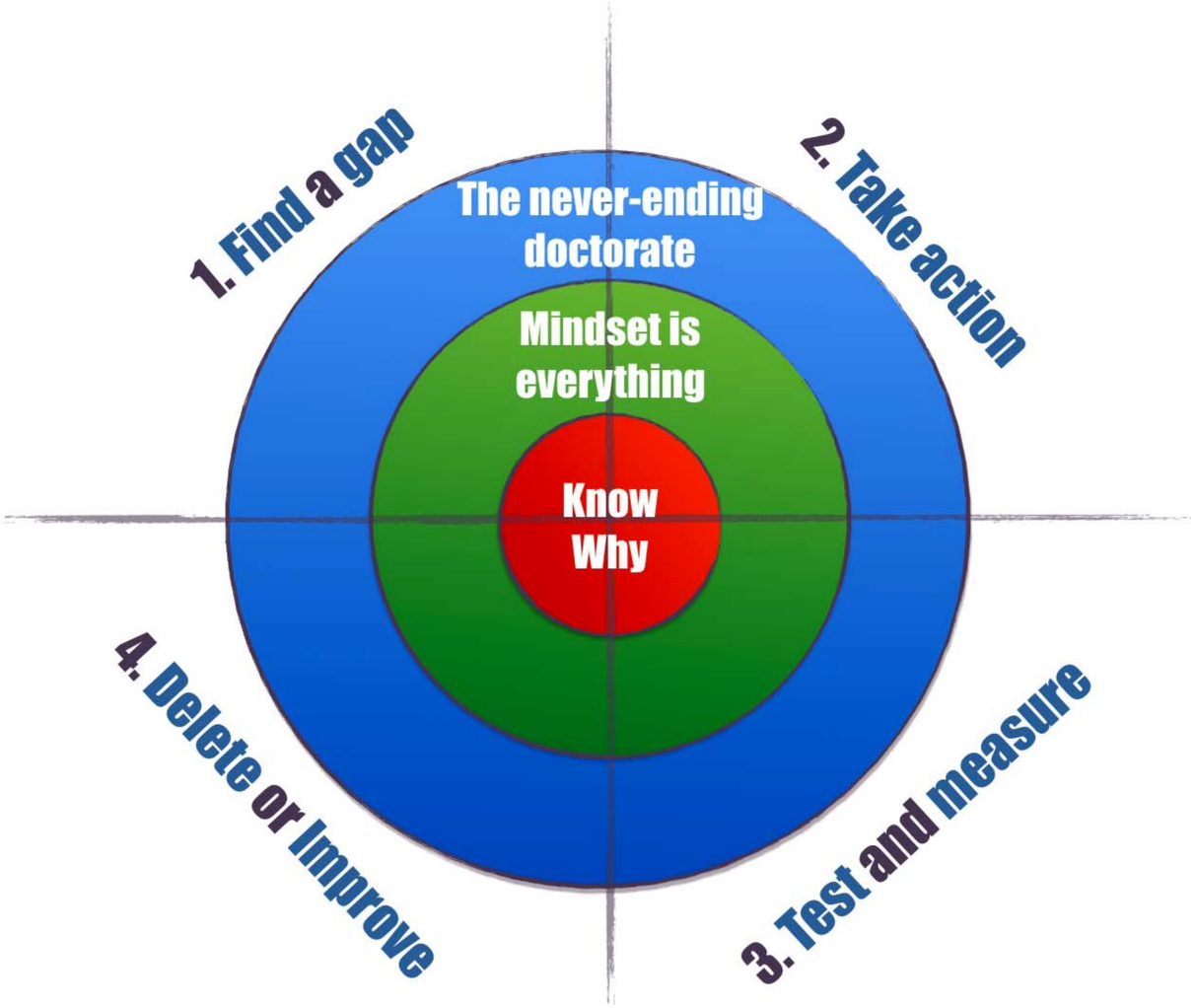
It’s about consistently improving everything you do

4 Actions
3 Behaviours

Having interviewed well over a 100 Australian business leaders, owne
and entrepreneurs certain patterns emerged. It didn't matter if they
were from wealthy backgrounds or were poverty stricken as kids. Som
were shy, some outgoing, some young, some old, they came from
different industries, different backgrounds, cultures and upbringings.
What they do have in common is the actions they take and the
behaviours they exhibit.

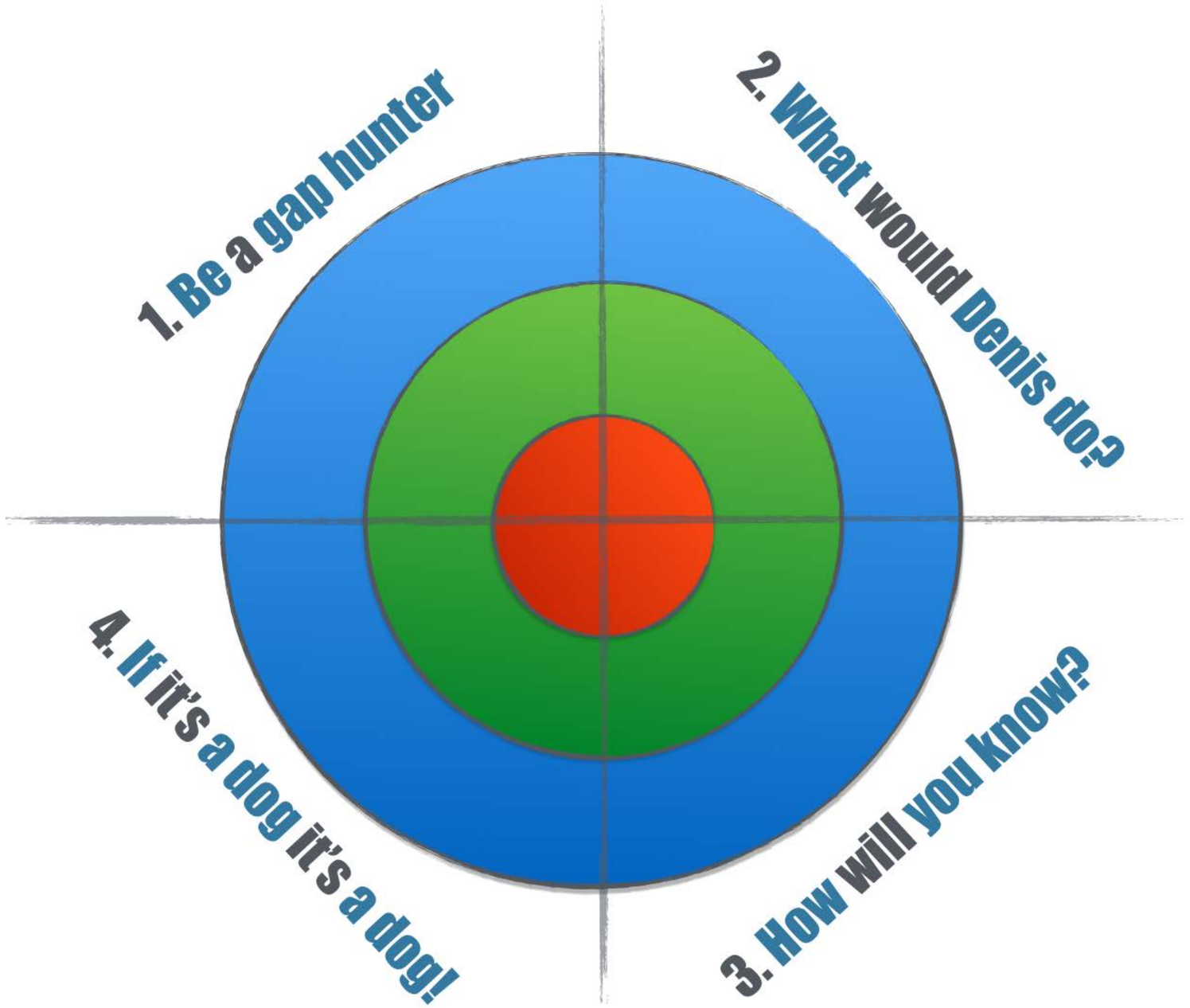
Many people believe you need to be a certain type of person to succe
in the world of business or that there must be an entrepreneurial gen
some sort. There is a plethora of books, presenters and videos out the
having certain types of characteristics such as being an extraverts, or
type-A personality.
I didn't see any of that. What stood out were 4 actions and 3 behaviou

The actions are a step by step process.
The behaviours infuse the actions, making them more effective.



It's not who you are, it's what you do that counts!

Let’s focus on the actions first



1. Find a gap

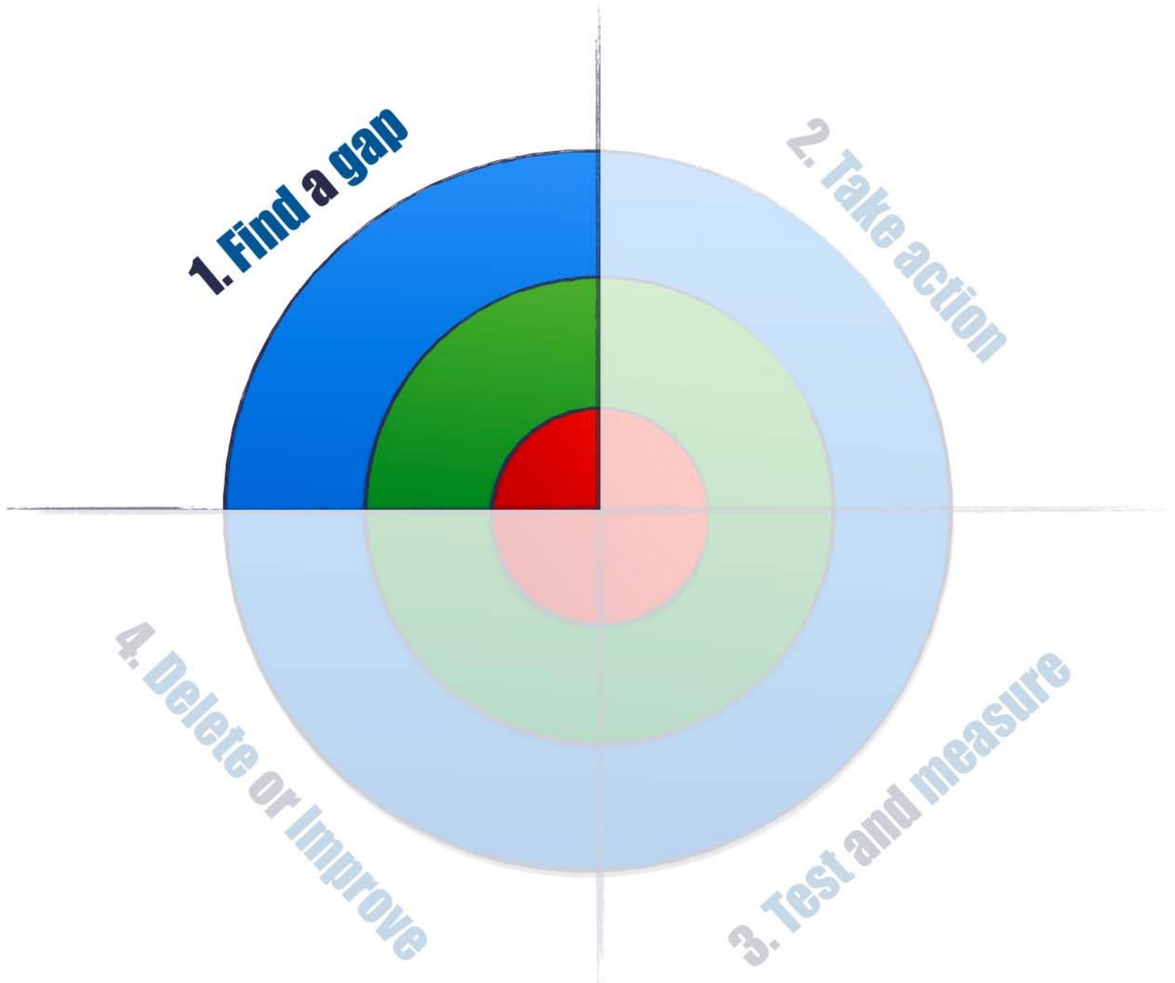
One of the biggest mistakes businesses make is constantly searching for the next idea without clearly knowing what it is they need that idea for. In the quest of hunting down the next brilliant idea there lies immense danger in neglecting to ask a simple question. What problem is the idea solving?

It may sound simplistic but it's vital. Find the gap first - find the ideas second. It's reverse engineering. Or in this case reverse thinking.

Gaps appear in two main places.
One external, one internal

1. What it is your customers really want?
2. What areas for improvement can be found in your business?

What successful businesses and individuals do really well is find a problem to solve and then find the best way to solve it either before any one else does or better than anyone else does.



What's the gap?

Action:

Write down one area that can be improved?

_____

_____

Write down 10 ideas to either give them what they want or to fill (solve) the gap.

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Then choose the most feasible, viable solution

2. Take Action

Let’s get one thing straight. It doesn’t matter how much you know, how great your idea or solution is, unless you do something with it then nothing will ever happen.

So once you have a potential solution to what they want or to fill the gap, you need to start.

I interviewed Sylvia Wilson recently who is the founder of Bark Busters, an enormously successful global franchise and she spoke of how she equates successful people as those who are the ones out in front saying 'YES I'll give that a go', while everyone else is in the back room contemplating, pondering, having endless meetings and never getting anything done.

One of the biggest standouts of successful people is they just jump in and do stuff. They don’t wait, then just begin.

What’s the first step?

I met Denis and his mate Bob in outback Australia as they were riding their pushbikes from Port Augusta to Darwin.

They were doing it because they thought it would be a good idea. They didn’t sit around thinking too much or analysing the situation, they didn’t they a committee meeting, they just literally got on their bikes and did it.

So ask what Denis would do because Denis would probably say 'Yes I'll give that a go' and do it. In fact by the time you ask yourself the question, Denis would already have done it.

Action:

Ask what’s the first thing you need to do.

_____

Now do it!

MVP

MVP stands for Minimum Viable Product?

To begin ask what is the minimum you need to do to test if your idea or solution is viable? In other words don't waste resources just do the least amount you have to in order to find out if your idea of solution works.

Write down your MVP?

_____

_____

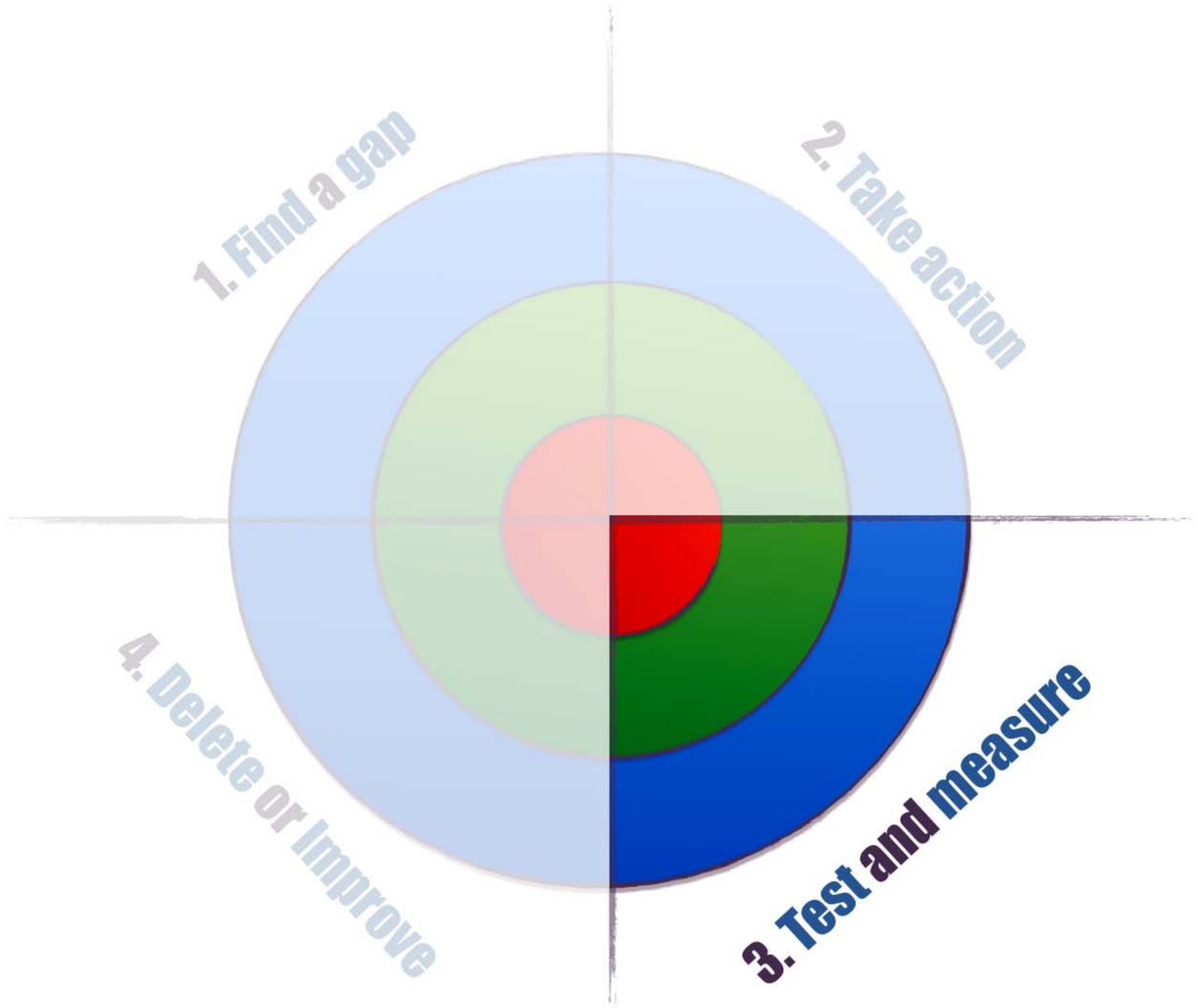
3. Test and measure

How do you know if what you are doing is actually working?

It's one thing to hunt down problems to solve, to find what your clients really want and then give it to them, and to find areas of your business to improve. And as we discussed in rule #2 it's also vital to act on those ideas and solutions rather than sitting around pondering and discussing them.

But there's a major step which sadly is often overlooked. You need to test and measure everything because you need to know if those ideas and solutions actually work.

It is one thing to have a brilliant idea, no matter how big or small, yet another to know if it's actually any good. And the only way to do that is to test it and measure it's impact!



What’s the measure of success?

Action:

Write down what the measure of success is.

_____

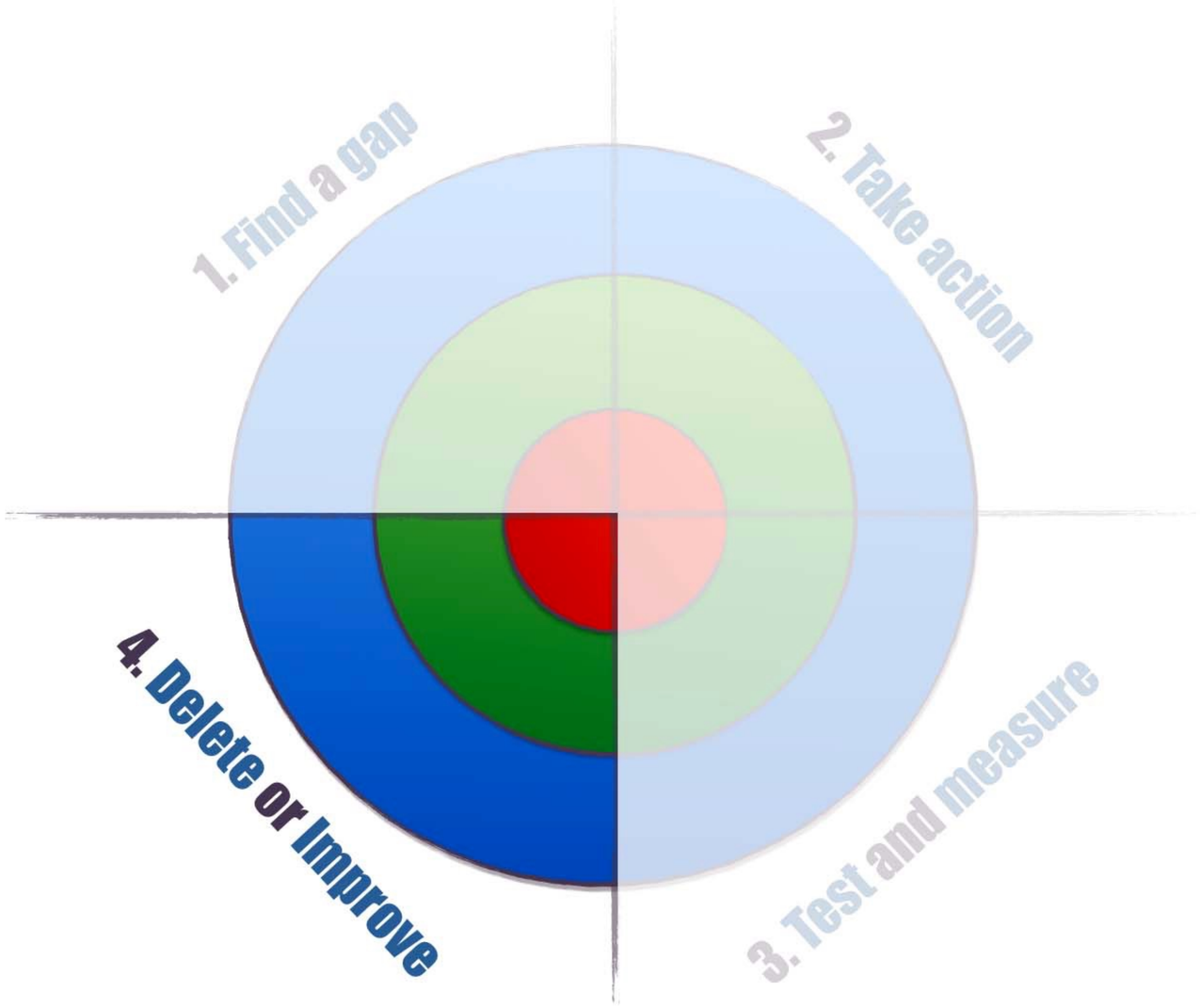
Then constantly monitor it.

4. Delete or improve

After you've found a problem to solve, acted on it and tested and measured it every step of the way you then need to either get rid of it or figure out how to improve it.

Let's get one thing straight. If your idea isn't making you money, or driving your business forward, then you need kill it off and kill it quickly.

On a happier note of course, if your idea is working then the game becomes how to improve it and how to make it the very best. Not once but constantly. And that's important because otherwise complacency sets in and complacency leads to failure.



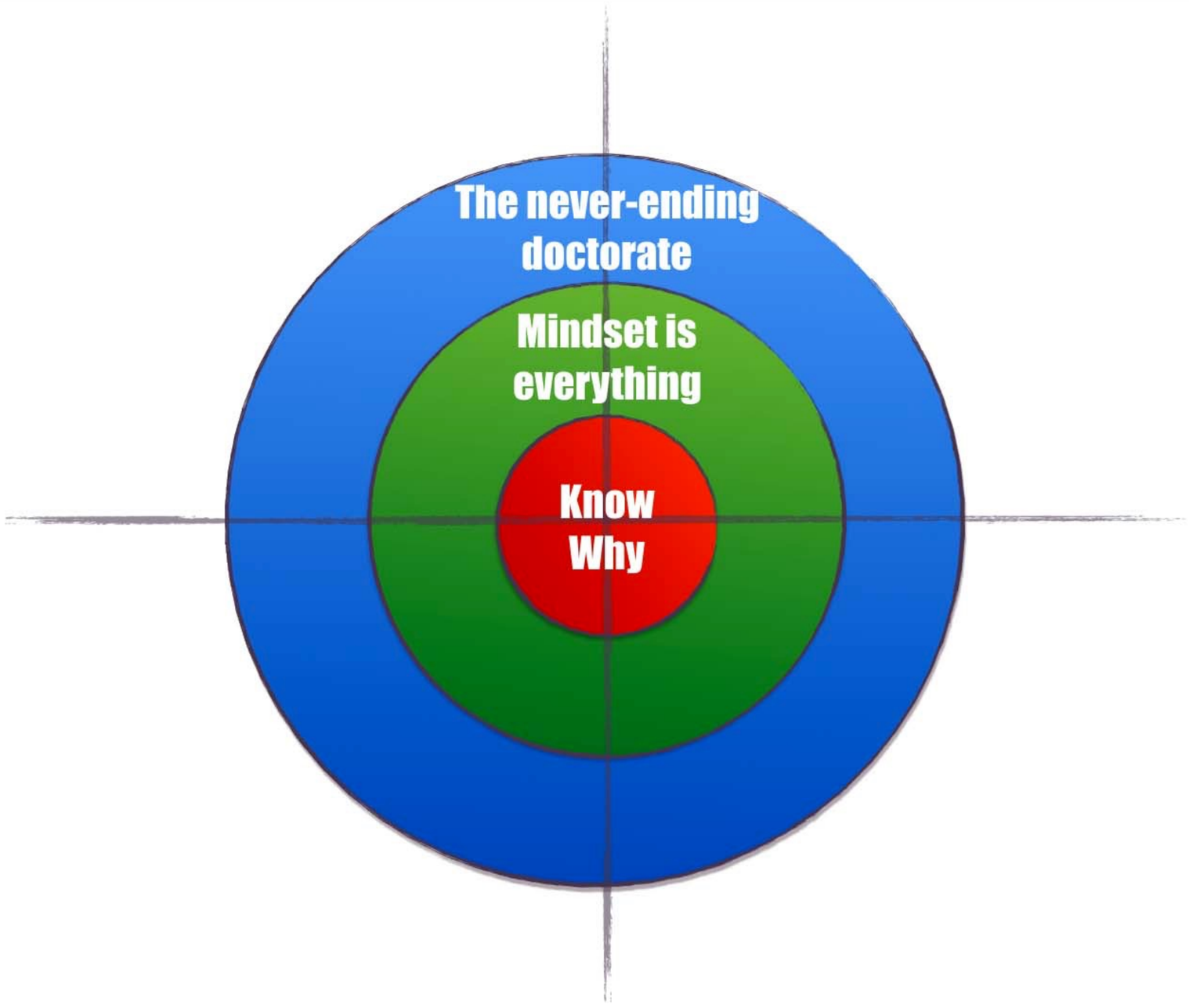
If it’s a dog it’s a dog!

Action:

Take time and answer the following question honestly.
Is your idea doing what you wanted it to? YES | NO

If yes then figure out how to improve it.
If no then get rid of it and find another idea.

Now let's focus on the behaviours



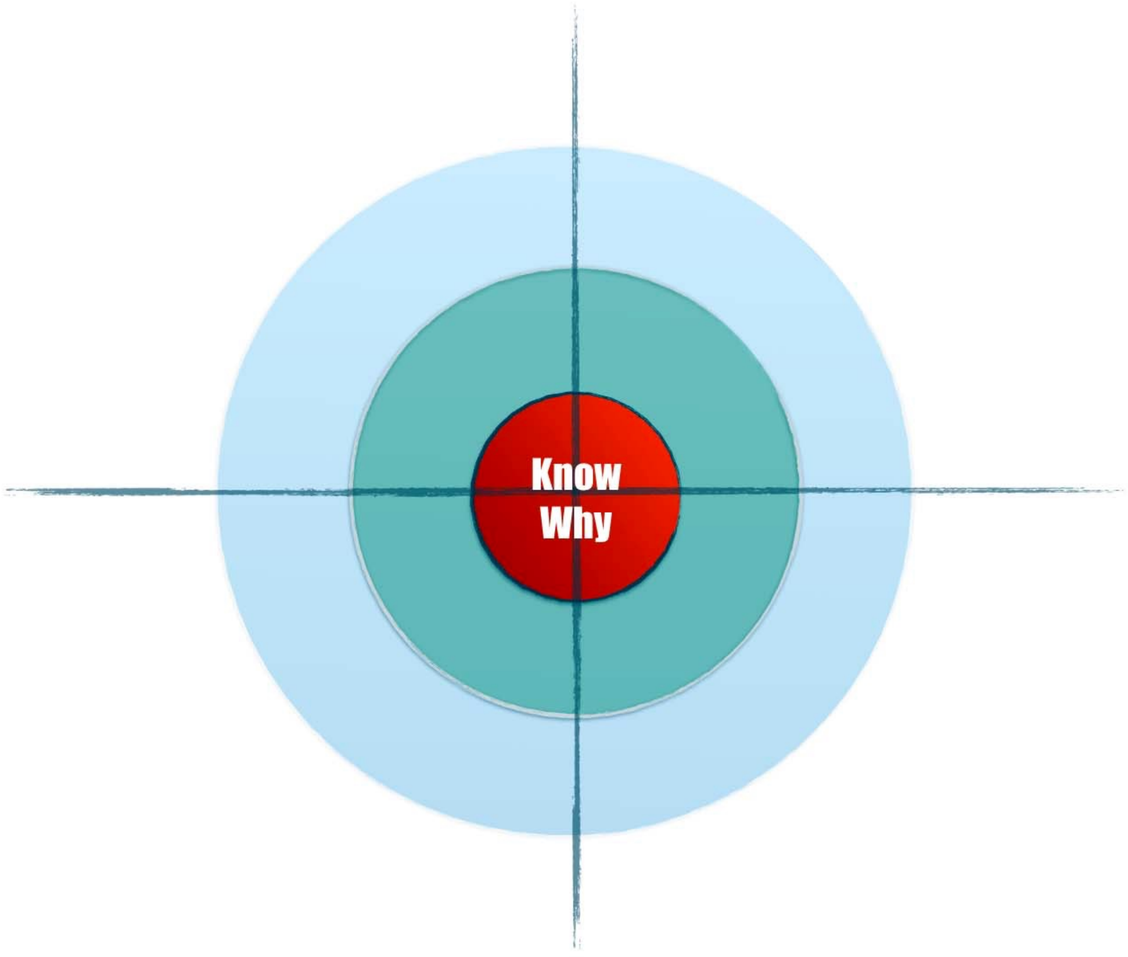
1. Know why

Without doubt every successful person I've interviewed knows what drives them. They have a passion for what they do because they are on 'purpose'. They know 'why' they are doing it.

That's vital, especially when things get tough and go wrong because it is what keeps you going.

It's also vital to disseminate 'why' to your teams and find ways for them to engage with it and take ownership of it as well.

I don't want to get into 'pop' psychology but here are one trigger question to start you thinking.



Be the keeper of the fire

Action:

What drives you?

_____

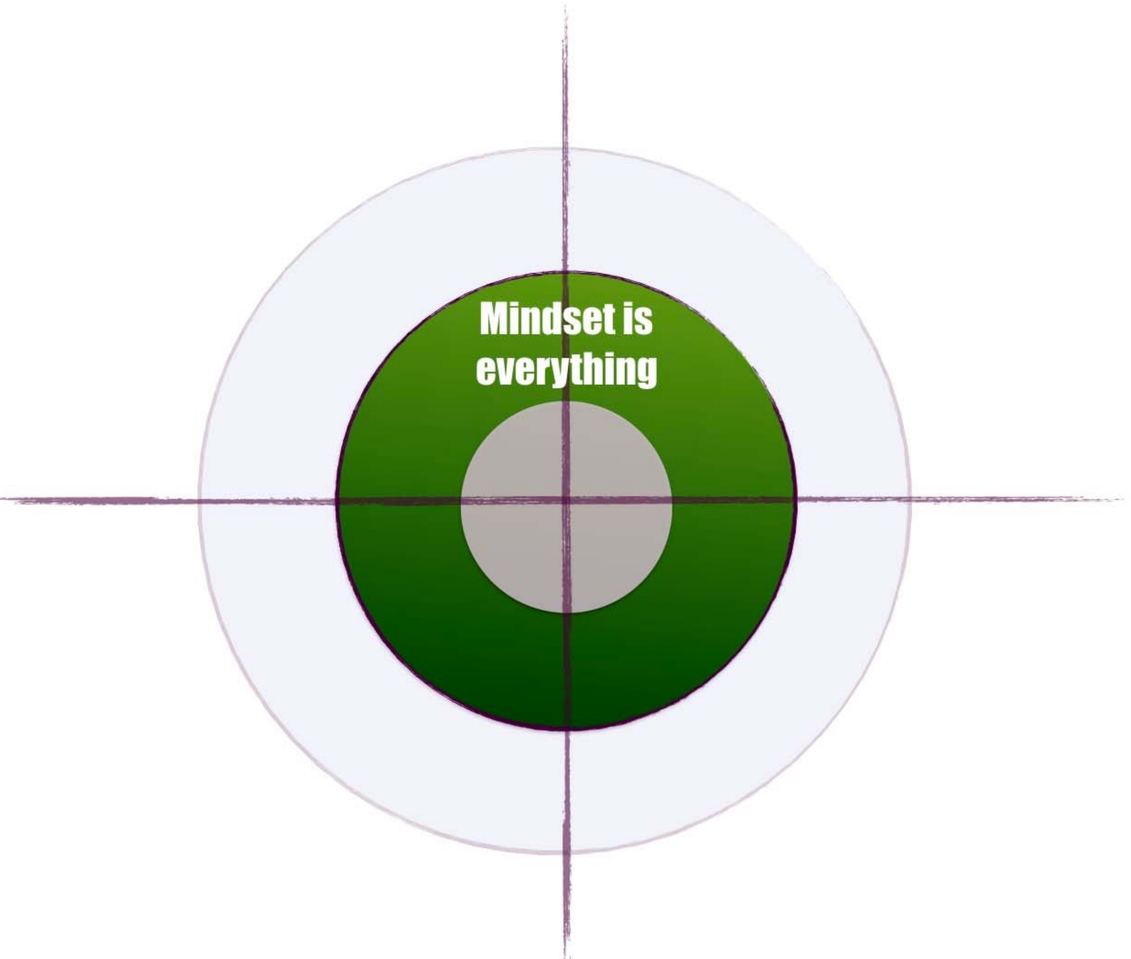
_____

What drives your team?

_____

_____

1. Mindset is everything



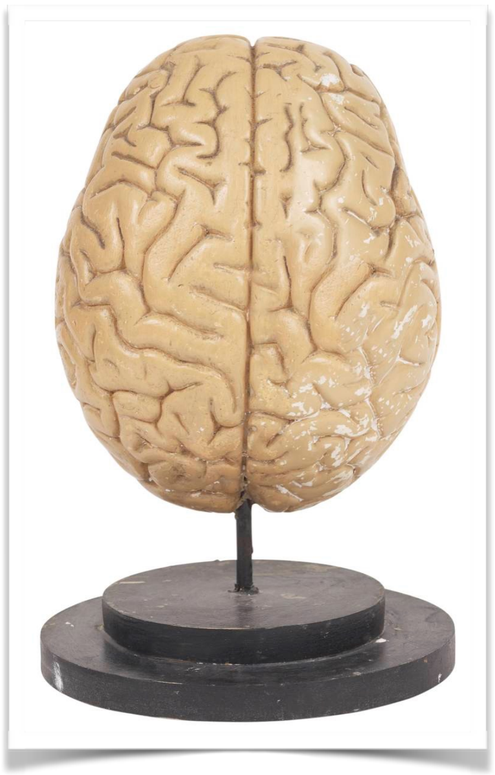
As mentioned earlier that success isn't about personality traits but it is dependant on having the right mindset. One that is growth oriented. And successful people are constantly working on their mindset.

Here are two keys.

1. Fixed vs growth mindset (work of Carol Dweck)
Fixed is set and sees thing black and white, win or fail
Growth focuses on effort and process

2. Opportunistic view of failure and mistakes
As Mark Evans said to me 'You don't learn anything if you don't fail'. Making mistakes has two benefits. We learn from them and we discover new things from them.

‘Fixed’ or ‘Growth mindset?



Action:

Check out ‘Mindset’ by Carol Dweck.

How can you help your team develop a ‘Growth Mindset’?

_____

Opportunistic Failure!

Action:

How can you start welcoming mistakes? (hint; it's about giving yourself and your team permission to make them)

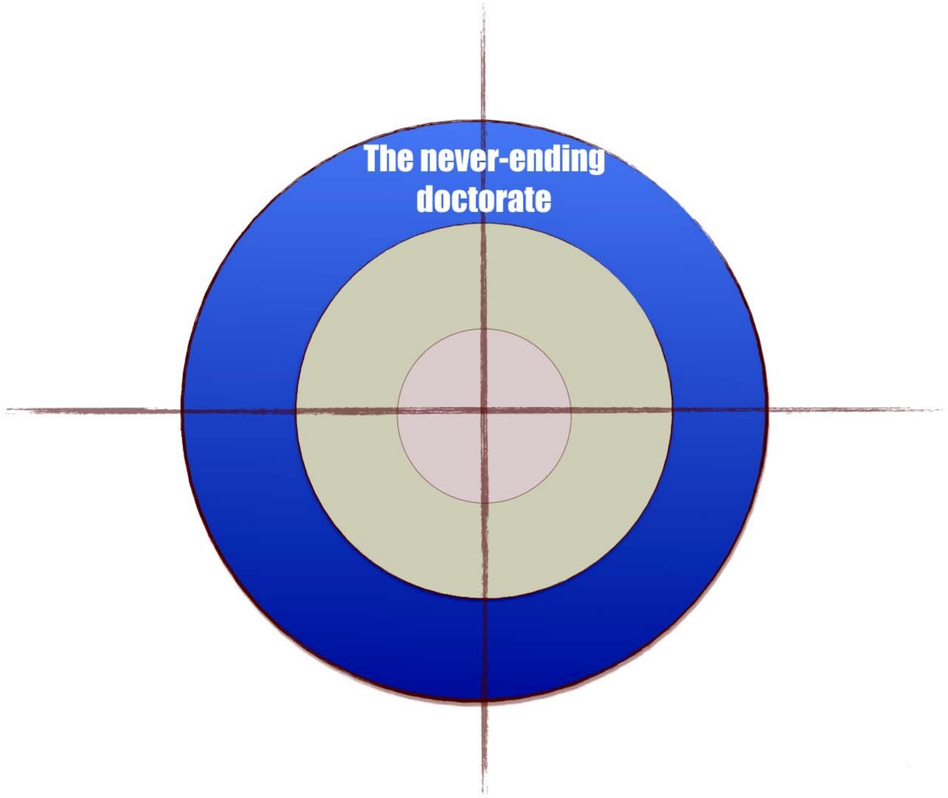
_____

_____

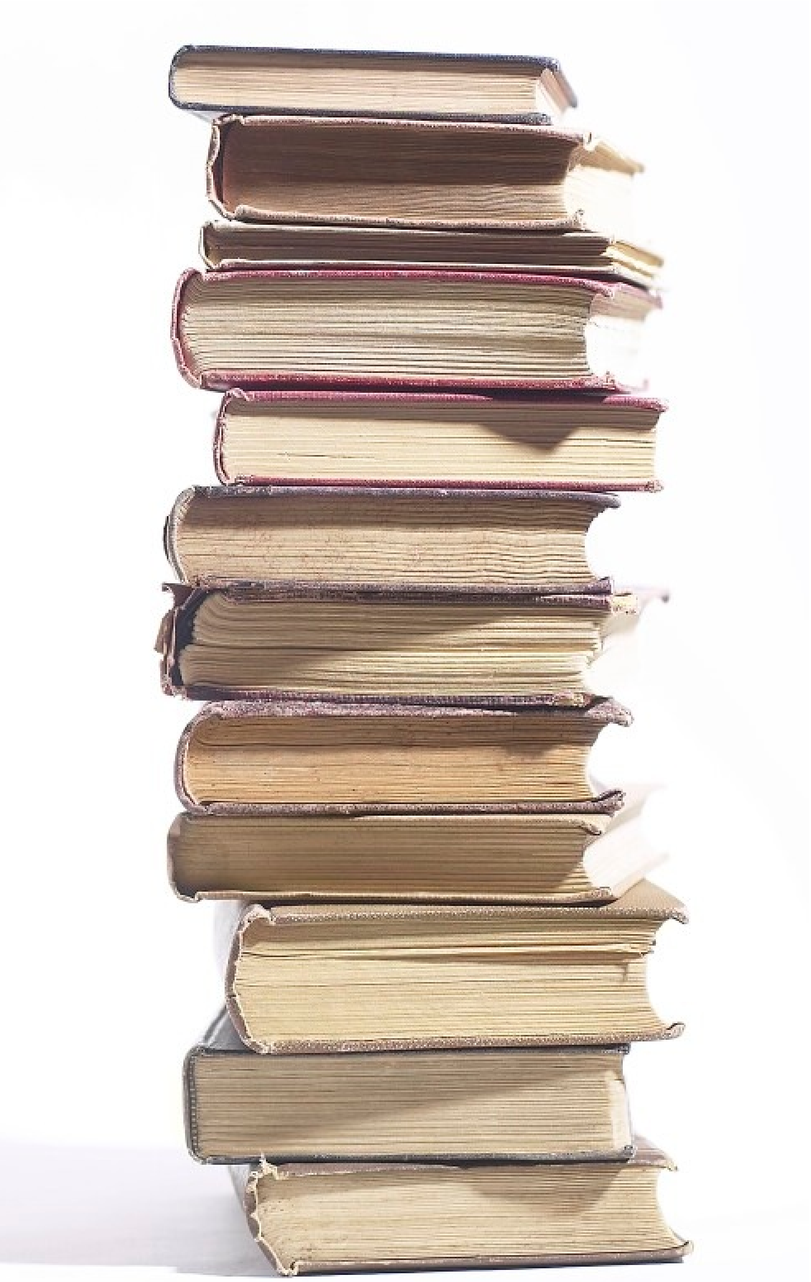
3. The never ending doctorate

Successful individuals are always reading, watching, listening, and associating with other successful people. The never stop learning. Siimon Reynolds built one of his homes around a bookshelf. Yes you read that right.

You can’t keep constantly improving if you aren’t constantly learning. Even self development is a game of inches.



Bookclub and beyond



Action:

Write down 3 ways to constantly learn

1. _____
2. _____
3. _____

Action:

How you can encourage your team to constantly learn?

_____

Start here

Here's a moment of truth.

Everything in this workbook is rubbish if you don't act on it. Sure you may have answered the questions and filled in the blanks but unless you act on the information then it has been a complete waste of time.

So to finish up…what's the one thing you can do to make sure you get value from this and start consistently improving your business? Not three things or six things (that's too hard and you'll never do any of them).

Just do one.

Here is a four step, no brainer, action plan

1. Pick one thing you are going to do?
2. Do that one thing
3. Then do the next thing
4. Repeat

What next?

Coaching

If you want to consistently grow your business, or personal performance, having Nigel as business coach offers practical advice, an honest sounding board, a different perspective, and of course accountability. Contact Belinda for details at belinda@nigelcollin.com.au

The Gap Hunter

Gap Hunter is a facilitated session that guarantees to find gaps that exit within your organisation. Either a half day or full day we facilitate your team and look for gaps to focus on for improvement. Contact us support@nigelcollin.com.au

Activation Online Course

Coming soon. We are developing an online course with step by step actions leading you through each stage of the Game of Inches. Interested? Drop us a line and we'll let you know when we are online. support@nigelcollin.com.au

Got in touch

Always happy to chat about how we can help.
Call Carson on 0499 811817or email him at carson@leadingvoice.com.au

Some Comments

'Overall Nigel Collin's ‘Everyday Innovation: A Game of Inches" received the best reviews' - Andrew Heibl, AACB

‘The games of inches and how to practically make innovative changes without feeling overwhelmed was very helpful’. - Nerida Meakin, a TTNQ Event Attendee’

'I could spend hours with this man, ideas just spout from him. He as a lovely communicator, funny and oh so smart. Meet him and learn.' - Richard Folkes, VOK DAMS Agency

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