

If you can't find stickers for the words you need then how about these ones? (or just make up your own)

Focussed, struggle, expert, triumph, admired, hot, renowned, politics, hothouse, achievement, network, lounge, inventive, productive, family, intuitive, global, courage, playground, belly, fortune, retaliation, slow, mother/father, machine, joker, loose, rational, controlled, dictator, organism, sought, fugitive, dedicated, amateur, mountain, expensive, flawed, mechanical, innocent, farmhouse, approachable, blunder, malicious, swarm, surprise, local, conscious, pack, ocean, orchestra, comic, chaotic, insult, definite, chaos, fate, rockband, intellectual, hero, student home, tight, unconscious, cheap, fast, accident, sweatshop, ordered, distracted, victim, scholar, emergency room, frail, static, ambiguous, cool, dedication, one man show, tribe, pain, creative, responsible, magic, brain, cunning, order, power, rebellion, professional, corporation, selfish, calm, flexible, freedom, money, nest



*- identify these and put the signs in the 3rd stakeholder*

So now you know where you want to get to and what skills you already have at your disposal. What new skills or capabilities will you need to get you from where you are to your definition of success?

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# Market Day 2 defining success

Sarah Thelwall

This set of 9 eBooks accompanies the Market Day workshop. You will find the explanations on how to re-do all the activities we covered on the day and a few more resources besides. This eBook helps you define success, work out what skills and resources you have now and those skills you need to develop in order to achieve success.



Take a handful of blank signs and using the pre-printed stickers (one per sign):



- identify the key skills or attributes that you already have, put the signs in the stakeholder

- identify the key elements of the success you want to achieve, put the signs in the 2nd stakeholder



Satisfying your needs and those of your firm is different to satisfying your customers' needs. However, if you can **meet your customers' needs profitably** then there's a pretty good chance that your company's success will help you achieve your goals.

So, before we spend the rest of the day focussed upon your customers and their needs this activity helps you clarify in your own mind why you are in business and what you want your business to help you achieve.

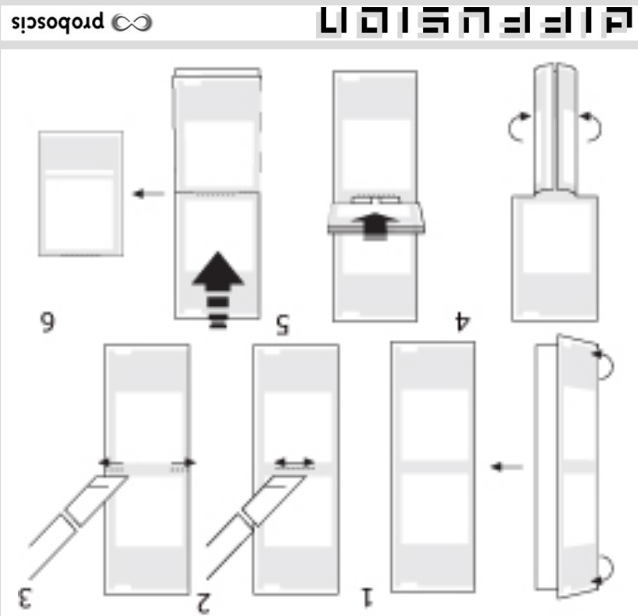


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### How else can I use this activity?

You can undertake this simple activity with staff, colleagues, collaborators, sub-contractors etc. There are no right or wrong answers simply different motivators. It's a good way to see what drives others and to bring these things out into the open.

As with all the activities we'll use today it is generally worth sticking to the format we've used here as these have been refined over many years of use with hundreds of clients... so they've been tweaked until the activity is as effective and simple as possible.

### Where does this get us?

You have now articulated your definition of success and clarified what new skills you need to add to your current skillset. In the context of today's focus on customers the key is the definition of what success means to you. We will go on to look at what success means from your customers' standpoint. You can then see how similar or different these perspectives are.