

# Business Insights

**A high-performing team knows preparation is key.**

**You can ensure that your team is performing at its best by following some basic principles.**

To discuss how we can help you reach your business ambitions, contact ASB [here](#) and KPMG [here](#).

## Preparation and pain



### Make a game plan

Unlike a rugby game, this is not over in 80 minutes. You are playing a much longer game.

You aspire to be a leader in your market so you need to respond to a changing environment now to get ahead of your competitors. You need a clear strategic focus which provides clarity but is flexible enough to evolve.

Building a framework which keeps you on track is imperative to being successful in business today. Take the time now to layout your gameplan for the next 12 months. Remember to allow for feedback and early identification of issues or defects.

#### ASK YOURSELF



**How effective is your framework for project execution?**



**If you don't already have one, how might you implement a planning and execution framework?**



### Bounce back

Having a deep understanding of your customer and an ability to listen to their feedback enables you to learn from your wins and losses.

Constant customer feedback enables you to refine your product or service, minimises any wasted effort and allows you to deploy resources to areas that provide the highest return.

Keeping close to your customers' needs is critical. Really get into your customers' shoes – you want to experience things from the customers' perspective to fully understand the value you are providing to them.

#### ASK YOURSELF



**How can you ensure your customers' voice is heard throughout your business?**



**What can you do to build trust amongst your customers?**