



Tags: #insightinbusinessmotivation #managementindicators #wholeheartedcompanies

Reading time: 10 minutes

Learning: understanding primary focus in business and personal decisions

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**As a consultant and lecturer, I have seen the importance of understanding business drivers in the success of any organization. My mentor, Malcolm H. Ross, the founder of Arthur D Little Paris and Merlin Consultancy Ltd, taught me the significance of these drivers in creating value propositions, creating strategies, restructuring, and downsizing companies.**

Malcolm Ross, my mentor during my time at iWorld Group and during crossroads, once emphasized to me the importance of continuously asking ourselves questions such as "what is the benefit?" and "for whom are you doing it?" when it comes to understanding business drivers. He also encouraged me to reflect on my personal motives<sup>1</sup> in relation to these drivers. These principles have been integral to my work as a consultant and university lecturer, as they help me ensure that any business strategies or decisions I advise are aligned with the organization's objectives and values.

**"For whom are you doing it?"**

This is extremely important as organizations need to have a clear understanding of their purpose and right to exist. While this is a separate topic, it is crucial for companies to be aware of their reason for being and to align their actions with their values. In a previous article I wrote about the concept of wholehearted companies, which emphasizes the importance of this aspect. This article underscores

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<sup>1</sup> In my article on human motivation, I explored the concept of human drivers, which are the underlying motivations that drive human behavior. These drivers are like business drivers in that they help us understand what people want and need, and how we can best meet those needs. By understanding both human drivers and business drivers, we can develop more effective strategies for creating value and achieving success.

how companies and organizations that are driven by a deeper sense of purpose tend to be more successful and sustainable in the long run. These companies tend to also have a higher level of customer and employee satisfaction.

One reason why many people might not understand business drivers could be that companies tend to focus more on short-term goals like making a profit than long-term objectives like sustainability and becoming positive significant (serving others). It is like we forgot some hidden treasures and hence many businesspeople and students miss out on critical insight. However, understanding these drivers can help businesses align their strategies and create connected objectives, prioritize their resources and efforts, and identify opportunities for being significant and.

“Many people miss out on critical insight.”

Business drivers are the essential factors that drive the success of a company or organization. These drivers help businesses to identify their key areas of focus and prioritize their efforts towards achieving their goals. The understanding of business drivers is crucial for businesses, as it enables them to align their strategies with their objectives and optimize their operations to achieve better results.

There are **six primary business drivers** that companies should focus on. These drivers are:




1. **Revenue:** This driver focuses on how to increase the income generated by the business. Increasing revenue can be achieved by introducing new products, increasing prices, expanding into new markets, or improving customer retention.
2. **Cost:** This driver focuses on reducing the costs incurred by the business. Reducing costs can be achieved by streamlining processes, improving productivity, negotiating better deals with suppliers, outsourcing non-core activities, or leaving business markets.
3. **Market share:** This driver focuses on increasing the company's share of the market in which it operates. Increasing market share can be achieved by improving customer satisfaction, providing better products and services than competitors, or acquiring smaller competitors and getting into niche markets.
4. **Branding:** This driver focuses on building a strong brand image and reputation for the company. Building a strong brand can be achieved by investing in marketing and advertising, creating a unique value proposition, or developing a strong brand identity.
5. **Risk:** This driver focuses on managing risks that the company faces. Managing risks can be achieved by implementing risk management processes, insurance policies, and contingency plans.
6. **Sustainability:** This driver focuses on ensuring that the company can sustain its operations and growth over the long term. Achieving sustainability can be achieved by adopting environmentally sustainable practices, promoting social responsibility, and meeting the sustainable development goals defined by the United Nations.

The sixth business driver is now essential in conducting business, as it is interconnected with the other five and shapes the framework of organizational operations and dynamics. Just as the Genuine Thinking model allows for formulation freedom, the business drivers guide operations. Ultimately, the key question that any genuine wholehearted company strives to answer is how to genuinely add value to oneself, customers, and stakeholders. Understanding and implementing these business drivers are critical for the success of any organization. The drivers can help companies to prioritize their efforts and

resources and align their strategies with their objectives. They can also help companies to identify areas of improvement and opportunities for growth.

According to a survey conducted by McKinsey & Company<sup>2</sup>, businesses that focus on improving their operations in line with these business drivers are more likely to succeed than those that do not. In the same study, the survey showed that businesses that focus on these drivers can increase their operating profit margins by up to 20%.

Another study by Accenture<sup>3</sup> showed that companies that prioritize sustainability and social responsibility have a competitive advantage over those that do not. Such companies tend to attract and retain more customers, suppliers, and investors, resulting in higher revenues and better financial performance.

<p>Discover and activate your Genuine <b>Personal</b> Life.</p>  <p>Discover your strengths and talents and express them in a promise and an ambition. Become proactive and organize your life adequately around your promise and ambition.</p> <p>Only for men and women with courage! You will be <b>equipped</b> for decision making, entering healthy relationships and life choices.</p>	<p>Build strong Genuine <b>Relationships</b> from identity</p>  <p>Create a strong bond and culture of honor in your personal and professional relationships through vulnerability, dialogue and daring questions that matter.</p> <p><b>Examples</b> are in the field of <i>personal</i> and <i>professional</i> relations like <b>Genuine BoardRoom Teams, Genuine Marriage</b> Genuine Managers.</p>	<p>Build and Lead an <b>Organisation</b> from its core</p>  <p>Build your organization through the 7 concrete genuine steps towards clarity, focus, shared responsibility and motivation.</p> <p>Take <b>concrete</b> steps that you can use today and tomorrow. Only for leaders who are committed to be significant.</p>
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<sup>2</sup> The McKinsey & Company study, titled "Achieving Excellence in Operations," was conducted in 2017 and analyzed data from more than 1,000 companies across 12 industries. The study found that companies that focused on improving their operations in line with business drivers, such as revenue growth, cost reduction, and risk management, were more likely to achieve higher operating profit margins. Specifically, companies that improved their operations by addressing these drivers saw an average increase of 20% in operating profit margins over a three-year period. The study also identified several key practices that successful companies used to achieve operational excellence, such as leveraging technology, optimizing processes, and building a strong culture of continuous improvement.

<sup>3</sup> The Accenture study, titled "The Business of Sustainability," was conducted in 2018 and analyzed data from more than 1,000 companies across 10 industries. The study found that companies that prioritized sustainability and social responsibility tended to have a competitive advantage over those that did not. Specifically, companies that focused on sustainability were more likely to attract and retain customers, suppliers, and investors, resulting in higher revenues and better financial performance. The study also identified several key practices that successful companies used to integrate sustainability into their business strategies, such as setting ambitious sustainability goals, engaging stakeholders, and leveraging innovative technologies.