

# THE SECRET TO ORGANIZATIONAL SUCCESS

## The Secret to Success — Organization



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Thirty years ago, I had the privilege of attending a seminar given by Bruce Breier of BHB Consulting Services. He led his motivational presentation with, **“My mission is to inspire busy people in executive positions to become more successful with less stress by becoming more organized.”** Incorporating organizational tools in your business practice was his secret to success.

### Why organize?

What is it that makes being organized a functional way to succeed? To begin, it is important to realize that with every business interaction, your colleagues and customers will feel one of three emotions. **They’ll either be delighted, satisfied, or downright disappointed by your actions.**

Breier points out — **“It is difficult to delight your customers if you are disorganized at any level.”** This is

because your associates can feel your disorganization. With that in mind, as part of my consulting practice, I begin each assignment by asking the client how he manages key projects. Most share that it takes them too long to achieve results. I find that owners are often juggling 10 to 15 projects at once. My objective is to teach them the organizational skills required to balance their time in order to manage multiple tasks. I start with having them make a mind map which describes each of their projects. Then, I have them prioritize the top five projects with the next steps they need to accomplish for the week. This allows the client to **focus on the person or projects most directly at hand.**

### Organizational tools

Here’s a specific example of how organization works to delight your customers. In January 2018, as



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senior vice president of an independent atmospheric gas and welding distributor, I came to the office prepared for the last year of my 34-year career. Having applied the organizational principles noted above, I was ready to get to work for the new week and new year. The day was busy. Among the morning's challenges, I had the following unscheduled interactions:

- √ A conflict between a sales manager and an underperforming rep
- √ Discussion of cost-saving measures we had negotiated for a customer that were underbid by a national competitor
- √ A customer upset over a cylinder discrepancy
- √ Two new prospective vendor calls
- Last-minute changes to the afternoon staff presentation

I put all unscheduled interactions into my **journal** before leaving the office for a quick lunch. Then on my way to an afternoon staff meeting, I was stopped by a sales manager who had a request. She had lost track of an email I had sent her with an attachment of a mind map. I pulled out my daily **pocket**

**planner**, and recorded her request. I repeated her request along with my solution. I would send the missing mind map to her first thing the next morning.

### The delighted customer

As my journal held the list of all my other pressing issues, I was not distracted by them. I was able to give the manager my undivided attention. **Carrying around thoughts of unwritten requests is distracting and you can lose focus.** Your body language can make you seem preoccupied. Before leaving our meeting, I repeated my solution to the manager and she happily agreed to it.

I delivered the map early, before I went home that day. One of the corporate axioms I live by is— “Under promise and over deliver.” Another truism I also demonstrated in this case, “I did what I said I was going to do, when I said I would do it, how I said I was going to do it, no matter what.” **The manager was delighted with our interaction thanks to my organized approach.**

## 5 KEY TAKEAWAYS

1. You can become more successful with less stress by being well-organized.
2. Customers will be delighted, satisfied, or downright disappointed by your actions.
3. It is difficult to delight your customers if you are disorganized at any level.
4. Carrying around thoughts of unwritten requests is distracting and you can lose focus.
5. Use tools like mind maps, journals and daily pocket planners to stay organized.