

Five Drivers For Thriving Business



In thriving businesses, competent, committed leaders create a workplace where operations connect to employees' ability to express care for the business and care for customers by guiding remarkable customer experiences that generate sustainable cash flow. WellSpirit's *Five Drivers For Thriving Business* is a practical model for building and sustaining thriving organizations.

Thriving Businesses

- **Guide remarkable customer experiences** by aligning the entire company to express authentic care for the well-being of the customer so that the customer is better off for having done business with them.
- **Develop employees who are attentive and responsible** concerning the needs of the customer and the needs of the business, because the business is attentive and responsible concerning the needs of the employees.
- **Generate sustainable cash flow** by understanding exactly how to generate revenue, carrying out those processes effectively, and leveraging continuing revenues to care for employees and care for customers.
- **Connect their day-to-day operations** to caring for employees, caring for customers, and to sustaining cash flow. They make it easy for employees to care for customers and easy for customers to do business with the company while ensuring a positive cash flow.
- **Value, select, and support competent, committed leaders.** These leaders model ethical behavior, create a culture of care, initiate the incremental and deep changes necessary for the well-being of the business, and achieve economic prosperity as they execute these Five Drivers For Thriving Business.
- **Care** by acting with concern for the well-being of their customers, their employees, and the communities they serve. Care is the motivational force compelling continuous improvement, innovation, and success.



Willis Tower 233 South Wacker Drive, Suite 8400, Chicago IL, 60606

More about WellSpirit's Five Drivers For Thriving Business

The findings of the scholarly and practitioner organizational leadership literature ground WellSpirit's *Five Drivers For Thriving Business*. While we may pursue empirical testing of the model as a whole, our current goal is not to develop a testable theory of thriving business. Instead, we broadly apply the principles of reliability and validity to present a common sense approach to developing thriving businesses and not-for-profit organizations. Reliability refers to consistency. In this case, reliability means that the model consistently leads to thriving organizations when it is applied. Validity refers to relevance. In this case, validity means that the five drivers, when taken together, are an accurate indicator of a thriving business.

For example, at a common sense level these five drivers taken together appear relevant to achieving a thriving business as defined above. If one of these five drivers were missing from a company, could that company, at a common sense level, actually be a thriving organization? If not, then these five drivers are likely to be a relevant (valid) indicator of a thriving business.

Likewise, at a common sense level these five drivers appear to be a consistent indicator of a thriving business. Is there an industry where these five drivers, if present in company, would not lead the company to be a thriving organization? If not, then these five drivers are likely to be a consistent (reliable) means of creating and sustaining a thriving business. Additionally, WellSpirit avoids referring to its five drivers as "the five drivers for thriving business." Because this is a practical model, we have attempted to identify a minimum number of factors contributing to a thriving business. Other practitioners and scholars might argue for more or fewer drivers that lead to thriving businesses.

More about WellSpirit Management Consulting

WellSpirit helps organizations infuse their workplaces with positive values. These positive values make it possible to have operations that produce raving fan employees and adoring customers leading to healthy bottom line results. We help our clients to take the right actions for right reasons at the right times and in the right ways. WellSpirit's *Five Drivers For Thriving Business* specify the areas that WellSpirit believes all organizations must value:

- 1) Acquiring and retaining customers
- 2) Cultivating employees who care about the company and care about the company's customers
- 3) Creating cash flow that is sustainable
- 4) Establishing operations that make it easy to be an employee and make it easy to be a customer
- 5) Providing ethical leadership to make the changes required for the prosperity of the company

Carrying through these behaviors is a tough job, demanding insightful judgment that merges deep care for people with a highly developed business sense, and operational expertise.

Dr. Jeff R. Hale and Dr. Renée N. Hale are the founders and co-owners of WellSpirit Consulting Group Inc. Jeff and Renée combine their knowledge gained from their doctoral studies in organizational leadership with over 20 years of leadership experience. Jeff and Renée have led and trained organizations around the world. Jeff and Renée excel in helping companies create strategic and operational clarity, communicate well at interpersonal and organizational levels, execute performance-based hiring, and implement training initiatives.

Phone: 312-283-8020

Email: jeff@wellspiritconsulting.com

Email: renee@wellspiritconsulting.com

Website: www.wellspiritconsulting.com

