Think Big, Act Small

Thursday, November 10, 2016

Bud Styer, CPO
Camping for the Fun of It

Learning Outcomes:
Upon completion, learners will be able to...

1. Describe five ideas you can implement right away to solve your customer’s problems.
Think Big, Act Small
Bud Styer, Smokey Hollow Campground and Bud Styer & Associates

Possible IACET CEU's: n/a

COURSE OBJECTIVES

• Describe five ideas you can implement right away to solve your customer’s problems.
Think Big... Act Small

Presented By:
Bud Styer, CPO
ARVC Fort Worth 20

Think Big.. Act Small

CAMPING:
Where you spend a small fortune, to live like a homeless person.
“Believe big. The size of your success is determined by the size of your belief.”

- David Joseph Schwartz, Motivational Speaker

Think Big... Act Small

“The road to success for many U.S. companies and campgrounds has been a crooked one at best! Learn what successful business owners can share with campground owners to enhance the camping experience and bottom line.”

- Bud Styer
Think Big... Act Small

Historically, Business Managers and Owners have had three choices for constantly improving the financial performance of their business.

• Increase Revenues
  • Cut Costs
  • Or, Cook the Books
Think Big... Act Small

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Think Big... Act Small
A Common Thread, “We think big, but we act small.”

“Remember, the most common thing about common sense is how uncommon it is.”
Think Big... Act Small

IYAD- If You Always Do...
WYAD- What you Always Did...
YAG- You Always Get...
WYAG- What You Always Got...

Focusing on what we don’t have is a waste of energy. To really make a difference, let’s focus our energy on succeeding within the box.

“How can I achieve with the resources I already have?”
Thinking big has been responsible for every advance, every development, and every successful business known to man. There were big thinkers behind rocket ships, skyscrapers, computers, assembly lines, fast food hamburgers, and every leap forward in medical science. Along the way, the marketplace has handsomely rewarded many big thinkers. Bill Gates, Warren Buffet, and Sam Walton all defied conventional wisdom, thought big, significantly changed the world, and amassed fortunes worth tens of billions of dollars in the process.

Four Types of Thinking and Acting
Think Small, Act Small

The enterprises that fall into this category are either small mom-and-pop businesses, companies where the sole ambition is to provide a living wage to the owner(s), or enterprises desperately trying to hold on to a vestige of a better past. They’re unwilling to invest in their businesses, and either because of necessity or a basic character flaw, they’re notoriously cheap.

People who think and act small are generally not dangerous to anything but their own enterprises.
Think Small, Act Big

Because they infrequently have original ideas, this type contests itself with exaggerating past accomplishments and providing unsolicited opinions to others about how to run their businesses.

Unless their advice is taken seriously, people who think small and act big generally aren’t serious competitors in any given marketplace, but their nonstop bravado can be tiring.
Think Big, Act Big

Armed with a delicious big idea, they start out on a promising track—and then something happens that sends them over to the dark side.

People who think big and act big are dangerous to workers, vendors, and shareholders.
Think Big, Act Small

These are the people and companies who *get it right*. Their consistent long-term financial performance distinguishes them. Their big thinking is based on authentic big ideas, genuinely solving customers’ problems, making something better, or creating value.

They’re ready to let go of what is no longer working; get everyone to think and act like owners; and constantly invent new businesses, providing customers with win-win solutions. They carefully select their competition, work tirelessly to build communities of raving fans, and their biggest thrill is identifying and helping build future leaders. People and companies who think big and act small are good for workers, vendors, and suppliers; shareholders, and community.
Think BIG, Act SMALL

- Be a steward
- Make information available to everyone
- Be accessible
- Praise others
- Love what you do and lead by example
- Stand for something good and noble
- Erase superficial distinctions
- Stay humble

Companies that consistently grow revenues keep their hands dirty by being in frequent contact and involved with:

- Customers
- Workers
- Vendors and Suppliers
Think Big... Act Small

A person rarely succeeds at anything, unless they have fun doing it.

Think Big... Act Small

The best leaders hand-out responsibilities
-NOT ORDERS-

Don’t just take command, communicate purpose
Think BIG, Act SMALL

Keep Your Hands Dirty

- Never become too important for customer contact
- Turn workers into valued team members - not employees
- Turn suppliers into partners
- Be available to people who want to do business with you
- Give all team members a voice in the decision making process
- Respond to every customer communication

Think BIG, Act SMALL

- When it’s DOA, bury it
- Leave yesterday’s breadwinners behind when they no longer make sense
- If it was worth doing the first time, it probably deserves one reinvention
- If reinventing it doesn’t work, let it go
- Don’t defend the way things have always been done
- Egos aren’t a valid reason for continuing to do things the same way
- Constantly search for “wow” in order to replace “okay”
- Traditional approaches seldom yield giant results
Think BIG, Act SMALL

- Don’t go up against a company with a decided competitive advantage and financial resources to squash you.
- Find a space you love and are prepared to make your life’s work (Brian Devine’s disdain for hydraulic trucks beeping their way down store aisles precluded PETCO’s entry into the warehouse arena.)
- There will always be competitors able to offer lower prices than yours. Figure out how you'll blunt a nonstop price attack without sacrificing margin.
- Figure out what will be required to own the space you’re entering. Answer the question, “What barriers to entry will prevent someone from coming directly after me?”

Think Big... Act Small

Not even a turtle makes progress until he sticks out his neck.
Ten Commandments for Career Success

I. Be positive - Attitude is everything
II. Show up - On time, every day, reliably
III. Work hard - Earn your keep, get something done
IV. Get along - Play together nice in the sandbox
V. Pay it forward - Do more than is expected today, and you will receive more than you expected
VI. Be flexible - Willingly take on different tasks
VII. Figure it out - Be a problem solver, not a problem asker
VIII. Join the club - Be a proud part of your organization
IX. No whining - Communicate positively and well, don't be high maintenance
X. Keep learning - If you don't keep up, you will become obsolete

COURSE OBJECTIVE REVIEW

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