



THE SIGNIFICANT EDGE
Your Unfair Competitive Advantage

Legendary Leadership Framework

7 Key Attributes Of ALL Successful Business Leaders

Assessment

Whether you lead a team within an organization or you own the company. This assessment will give you a robust look at the 7 key leadership skills framework. We've found that the best starting point for an executive's leadership development is an honest strengths assessment. It only takes a few minutes, after we will:

- 1) Show you area of strength
- 2) Offer recommendations for ongoing development.



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Rate each question on a 1-10 scale: 1 = *I completely disagree* to 10 = *I completely agree*.

1) Inspiring a shared vision

Our vision is clear, inspirational and understood by all.*

1	2	3	4	5	6	7	8	9	10
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We have a robust business plan which is bought into by all and progress shared with all.*

1	2	3	4	5	6	7	8	9	10
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Our people understand the "make or break activity" which must be done extraordinarily well to achieve our vision.*

1	2	3	4	5	6	7	8	9	10
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2) Leading (and letting others manage)

I work on the business rather than in the business.*

1	2	3	4	5	6	7	8	9	10
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I am good at delegating and coaching others to succeed.*

1	2	3	4	5	6	7	8	9	10
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understand what people look for in their leader and act accordingly.*

1	2	3	4	5	6	7	8	9	10
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3) Knowing your numbers

We have Key Performance Indicators that really drive our business.*

1	2	3	4	5	6	7	8	9	10
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We don't just look at historic data, we actively use forward-facing indicators.*

1	2	3	4	5	6	7	8	9	10
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All our people understand how they impact the business financially.*

1	2	3	4	5	6	7	8	9	10
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4) Having and keeping the right people

We are good at getting the right people on the bus and the wrong people off the bus, in a way our people admire.*

1	2	3	4	5	6	7	8	9	10
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I'm the Chief Engagement Officer. I know what really motivates each of my key people

1	2	3	4	5	6	7	8	9	10
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We invest in our people thoughtfully in order to attract, develop and retain the best.*

1	2	3	4	5	6	7	8	9	10
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5) Creating and retaining customer loyalty

We understand the huge correlation between employee engagement and customer engagement.*

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We measure and maintain/improve customer value in all customer interactions.*

1	2	3	4	5	6	7	8	9	10
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As a leader I devote a specific and regular portion of my time to engaging directly and personally with customers.*

1	2	3	4	5	6	7	8	9	10
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6) Watching emerging trends, risks and opportunities

I take action each month to look at the future and how it might affect our industry or business.*

1	2	3	4	5	6	7	8	9	10
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Our management team regularly introduces new ideas and are aware of trends in their function and our industry.*

1	2	3	4	5	6	7	8	9	10
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We have a strategic planning model in place that enables us to be agile and regularly adjust our business and our plans.*

1	2	3	4	5	6	7	8	9	10
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7) Taking care of yourself

I engage regularly in activities that develop me personally and professionally.*

1	2	3	4	5	6	7	8	9	10
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I take care of my health, fitness and work-life balance.*

1	2	3	4	5	6	7	8	9	10
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I know how to manage my stress and the stress of my staff.*

1	2	3	4	5	6	7	8	9	10
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Seven Key Skills of Successful Business Leaders An Evaluation Report Prepared by One Minute Mentors.

In this report we'll give you:

- A robust understanding of your strengths in key business areas
- My recommendations for ongoing personal development in each area based on our extensive experience of working with successful business leaders\

Please tally your score in all 7 areas and put the total next to the corresponding Key Attribute Below



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Key Highly Skilled (25 - 30) | Proficient (17 - 24) | Developing (1 - 16)

1. Inspiring a shared vision:

Are you struggling to communicate your vision and bring teams together to drive your business forward? The best way to get people to buy-in to your plan is to include a broad range of contributors in the planning process. Keep it simple: Develop four to six long-term goals for achieving your vision. Appoint champions who will promote and support your goals throughout the organization. Ensure everyone is clear about how they can contribute to your organization's success.

2. Leading (and letting others manage):

Developing Leaders chart a course for others to follow. They spend most of their time working on the business instead of in the business. Trusting others to lead is essential. If you are afraid to let go of the reins, is it because you don't really understand your people? Take time to listen to them, discover their strengths and motivations and find ways to make their life easier at work. Leaders must listen in order to earn the right to be heard, and people value a leader who has genuine concern for them.

3. Knowing your numbers:

Make sure you have the right information to look into the future and devise action plans that improve your company's performance. This involves taking information from your financial statements and key indicators. Develop a big-picture perspective by asking:

- What do your indicators say about the health of the business?
- What else should you be tracking?
- What does this tell you about the future (not just your company's part in it)?

Historical data is important, but don't just focus on the past; manage the present and anticipate the future. Use key indicators to project into the future and understand what might happen to the business under various scenarios. Then use this intelligence to develop goals, action plans and incentives for your people to deliver the results you want.

4. Having and keeping the right people:

If your business has high turnover, low morale, internal conflicts and a pattern of "mis-hires," then it's time to review your talent-management strategy. Avoid



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making hiring decisions based on gut instinct. Use a methodical strategy that breaks down hiring step-by-step and probes for success factors in candidates. Make a consistent, meaningful effort to establish and sustain effective teamwork throughout your organization, ensuring that everyone understands and respects what motivates each other. Build engagement with incentive plans that are clearly tied to your business strategy. Ensure everyone can participate and be rewarded for valuable behaviors and outcomes

5. Creating and retaining customer loyalty:

In this age of customer centricity, no business can afford to deliver mediocre customer service. Use consistent monitoring to understand what your customers really want and make sure that every touchpoint is consistently high quality. Invest in your front-line staff; they can glean insights about your customers and drive customer behaviors that are profitable for your business. Put systems and processes in place that encourage your employees to improve and be successful. What your customers think about your business is critically important. Make time to personally engage with them on a regular basis so you understand why they chose you over your competition.

6. Watching emerging trends, risks and opportunities:

Proficient Devoting time to scanning your environment ultimately saves time. Think about how much time and effort banks could have saved if they had responded to the signals that the credit bubble was about to burst. Encourage your management team to be curious and look outside the box. Ask them to pay attention to the perceived environment (what you notice and talk about) and the pertinent environment (what can change the organization). Regularly review your strategic plan by identifying the drivers of change and how they might evolve over time. Consider what challenges might emerge and how you might address them.

7. Taking care of yourself:

Ignoring wellbeing in the workplace is counterproductive. It leads to lower productivity, greater inefficiency, increased sickness and absenteeism, and higher staff turnover. Your own wellbeing and that of your staff is a strategic issue because it influences the success of your business. Does your work culture encourage stress and poor health and fitness choices? Consider making changes so that people have the information and opportunity to eat well, get enough exercise and take time to destress. Lead by example by taking care of your own wellbeing and serving as a role model for others.



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ABOUT ASHTON HARVEY



Ashton Harvey is a Business Innovation and Sales Optimization Specialist. He is one of the top experts in innovative sales and leadership strategy, thriving on helping sales professionals and leaders push the boundaries of creativity and innovation to set new standard in industries and within there company. This is something seldom ever taught in the business and entrepreneurial space today.

Ashton specializes in helping businesses pursue marketplace significance through innovation and impact. He believes that no matter what area of business you are in or organization that your apart of, you are always dealing with people, so if you now how to build stronger relationships, develop products and services that serve a need and leverage the skills of adding value and building trust with others you will never have to stress about success ever again.

In Business

Ashton is the Co-Founder alongside his wife, Brittany of Yellow Threads Company, a revolutionary clothing company changing the way the fashion industry views creativity.

Yellow Threads Co. designs and manufactures high quality fashionable and medically functional clothing for adults and children living with cancer, giving them fashionable options that allow easy access to their ports on infusion days.

Ashton created "The Significant Edge" out of his success in the corporate world utilizing the skills and techniques to grow his territory from \$600K to \$1.2 MM in a two year period over the phone and close contracts up to \$1.5 MM in person. He has now taught his program to sales teams and business owners across the country helping them increase conversion rate, optimize sales presentations, and exceed sales quotas.

Speaking

Ashton now speaks on stages internationally teaching his Significant Edge program to sales professionals and entrepreneurs helping them break 6 and 7 figure revenue marks

He aims to bring creativity, fun and innovation back into the hearts of the millions of sales professionals and business owners around the globe.