

3 DAYS TO SUCCESS

2016

CAN YOU KEEP A
SECRET?

FORCE MULTIPLICATION IN BUSINESS AND IN LIFE – A PRIMER

'Force multiplication' is a simple principle in warfare (and in business and professional practices) that dramatically increases the power of the forces (or resources) that you have at your disposal.

The Problem: Limited Resources

A problem in warfare (that's also common in business) is how to use the limited resources at your disposal for maximum effect and profit.

In business, as in warfare, forces are almost always short as demand exceeds supply. For example, where regiments are spread across multiple fronts, or where you just have a small military force in comparison with your enemy, getting resources to multiple fronts can be difficult and expensive.

In business, we want to get the most from our marketing dollars spent or our team members without burning out our prospects or our valuable employees.

The problem is then how to maximize the forces/resources that you have.

The Solution: Force Multipliers

The basic principle of force multiplication is to find and use factors that increase the effective power that you have (or reduce that of your opponents). Using multiple multipliers has an even greater and synergistic effect, such that a well-multiplied small force can successfully take on and defeat a much larger force. Or, in the case of business, a smaller spend on advertising and marketing, which is carefully developed for maximum effect, can beat a much larger spend in many ways such as the desirability and profitability of the prospects produced, and/or a shorter closing cycle.

Types of Force Multipliers

People as Force Multipliers:

You, like a task force commander, have a limited number of people on your team. However, you can make them more effective in many ways, such as ensuring they are well selected, trained, optimally equipped and that they are given great systems and SOPs (standard operating procedures).

A particularly powerful people-based multiplier is morale. And, selecting your team for optimism greatly supports moral. So does training that makes people more tolerant of alternative views and a focus on the strategic objectives rather than just the task at hand as an isolated TO DO.

A charged-up group of people will fight far more fiercely, increasing the chance both of success and also of demoralizing the opponents (or in the case of business they'll make clients/customers/and patients happier and more willing to spend and to refer).

Technology as a Force Multiplier:

Technology can provide many advantages, from satellite pictures of enemy deployment to advanced weaponry.

A well-equipped soldier alone is far more powerful than one with just a basic weapon, especially when trained and deployed effectively. Add to this the backup of motorized equipment, computers, range-finders and so on, and a small group can have a huge effect.

The same is true in business. When we carefully selected a document management system, each person who drafted wills was able to do more (and better more consistent first drafts) in less time.

When we added a better CRM (client relations management system), we were better able to stay in touch with our clients and to give them more specific and customized information. We became more apparent and more valuable to them.

Natural Resources

There are always natural resources around, and even at the immediate tactical level, soldiers will use the shape of the ground for cover and may at worst use sticks and stones for makeshift weapons.

More strategically, mountains, lakes, rivers and other geographic features should always be included in battle planning. The weather can also be used, for example attacking when the cold and wet has driven the other side indoors.

In business, this translates into using our size or location to give us a strategic advantage. And, if we have a natural performer we can do loads of videos on strategic topics.

Have a great writer produce blogs and social media content.

Psychology and Enhanced Communications Skills

Psychological methods can always increase your power. First, as above, motivating your own force can make them more effective.

People who think they will lose are more likely to lose. And if they believe they can win, then this will give them confidence (of course the danger of gung-ho over-confidence should be managed carefully).

It can be very powerful also to find ways to demoralize the other side, from the surprise and ferocity of your attacks that builds a fearsome reputation to the subtle use of propaganda and other forms of deception that sap confidence and make them think you are more powerful than perhaps you are.

Great leaders build and develop leadership across their forces and up and down the organization. When people at all levels help to build and understand WHY they're doing what they are doing, it's easier for them to make good decisions along the way and based on what's really happening with clients and customers.

For example, if the receptionist understands the strategic objective of providing a truly happy experience for the client at every level of contact, they will then be better at solving problems when clients call.

Strategies and Tactics

There are many other strategies and tactics that can be used to increase your ability, such as the use of guerrilla methods of marketing and managing asymmetrical warfare.

In fact, the main purpose of most strategies and many tactics is to make the most of what you have, while decreasing the ability of your competitors in the market place to take the clients that you want and are best able to serve.

So where do you go and what do you do from here?

Action Items:

1) Join us for the strategic and tactical Business Black Ops calls each month.

2) Start blocking time to think and work at a strategic level to make your practice and your life better.

3) Do the exercises and test the tactics from each call

4) Join us at the live event to network with many successful lawyers, doctors, martial artists, business owners, and many more professionals who are already using (or who want to use) force multipliers to create and transform businesses and professional practices. [Click here](#) for early bird registration (super early bird is already over).

Any questions? Call Dave (or Lisa) at (610) 933-8069.