

# THE GAME OF INCHES

Activation roadmap for building a better business



by nigelcollin



# THE GAME OF INCHES

Having interviewed over a 100 Australian business leaders, owners and entrepreneurs what became evident was that certain patterns emerged.

The main being that they understand and tap into the fact that business success is a game of inches and not a one off event. 99% of successes come from many small, practical steps rather than the single 'Eureka' moment.

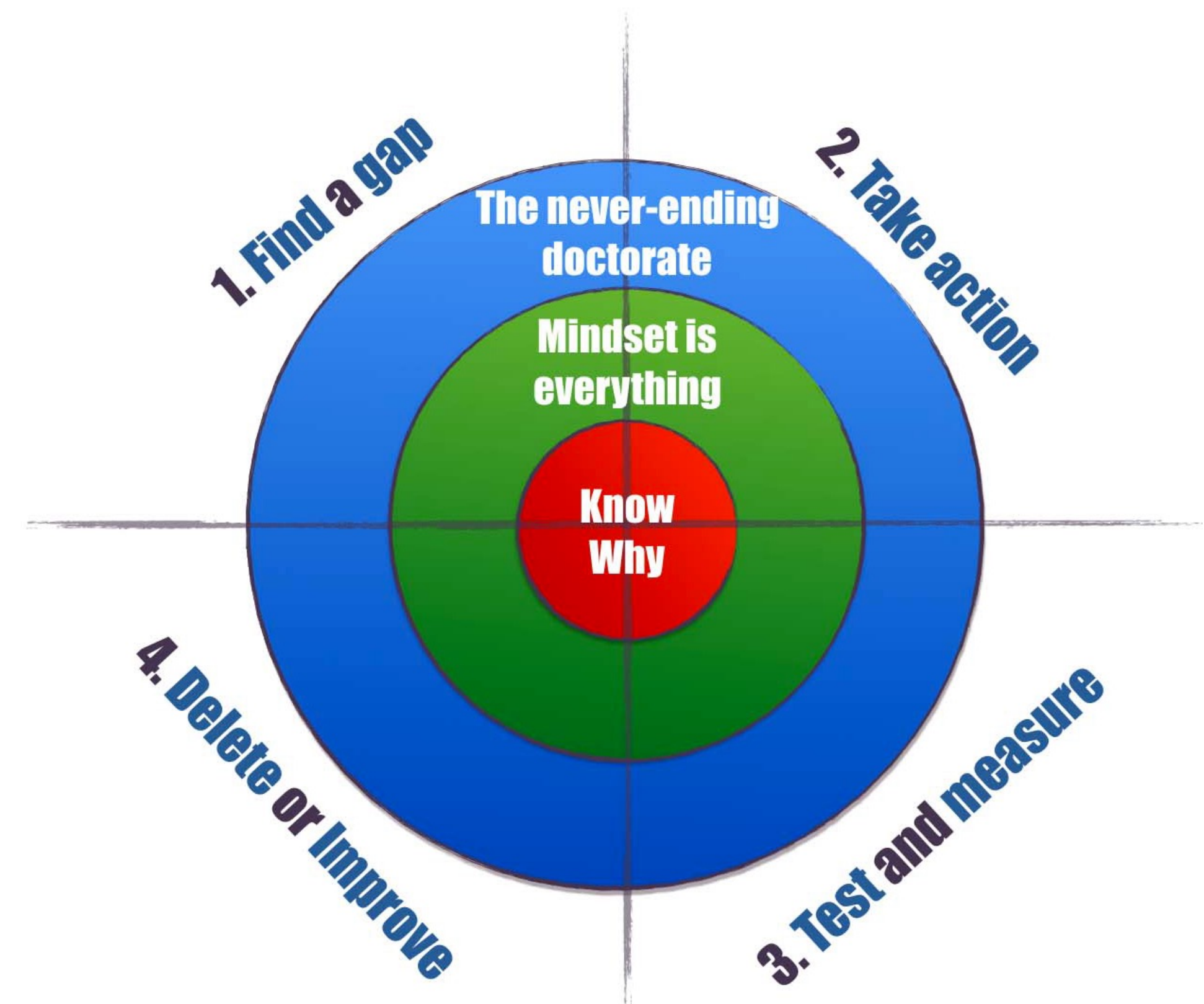
The big idea makes a good story, but it's hard to incorporate into everyday working life. Ask your team to invent the next iPhone and they get paralysed by the pressure. Give them achievable processes for everyday small-scale change and they can achieve greatness.

There are also patterns in what successful people and organisations do, and how they do it. This is the base of 'The Game of Inches' process for business growth and continuous innovation.

There are 4 actions and 3 behaviours.

- The actions are a step by step process.
- The behaviours make the actions more effective.

This roadmap will help you implement the actions.

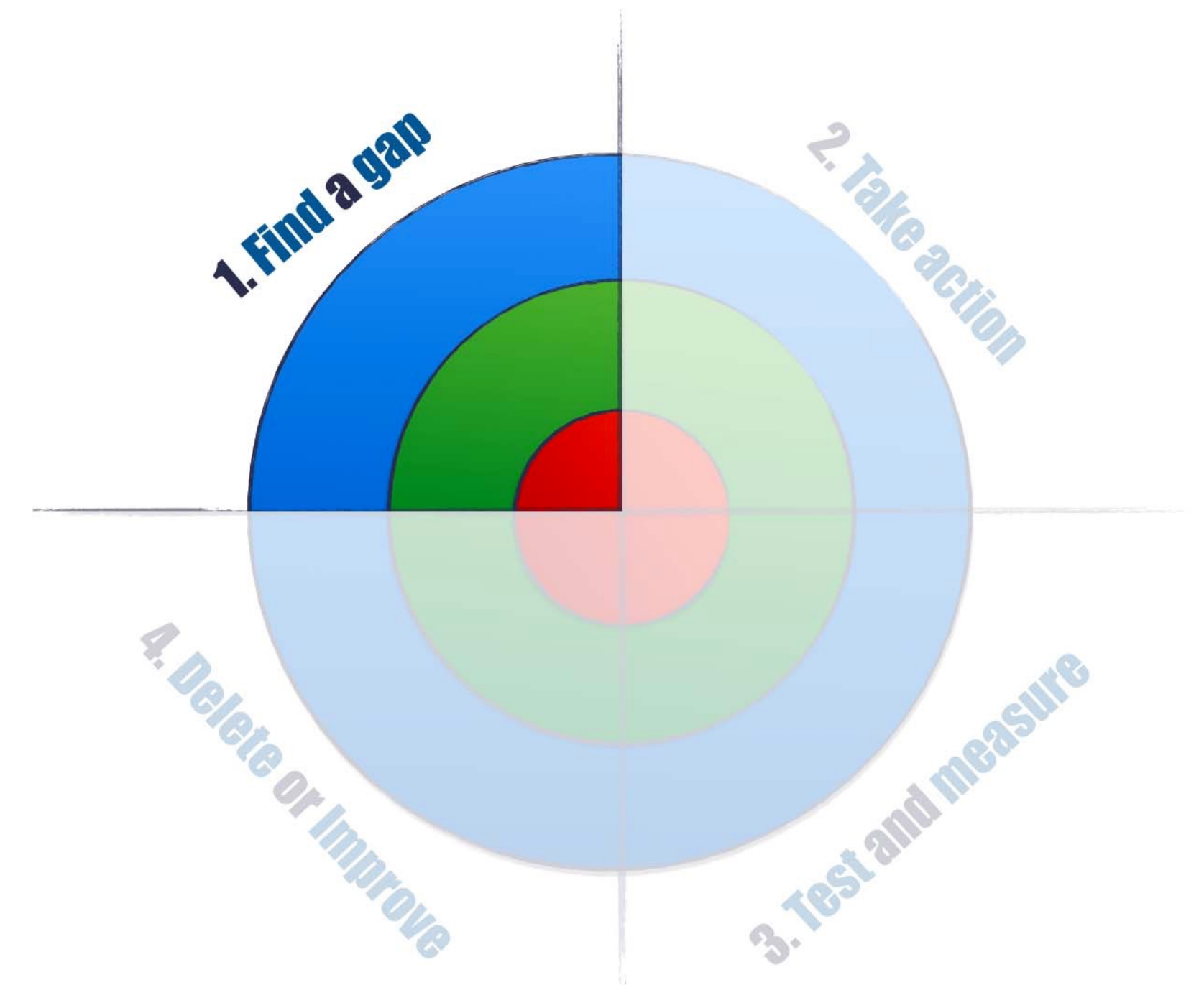


# 1. Find a gap

One of the biggest mistakes businesses make is constantly searching for the next idea without clearly knowing what it is they need that idea for. In the quest of hunting down the next brilliant idea there lies immense danger in neglecting to ask a simple question. What problem is the idea solving?

It may sound simplistic but it's vital. Find the gap first - find the ideas second. It's reverse engineering. Or in this case reverse thinking.

What successful businesses and individuals do really well is find a problem to solve and then find the best way to solve it either before any one else does or better than anyone else does.



## Action:

Write down one area that can be improved?

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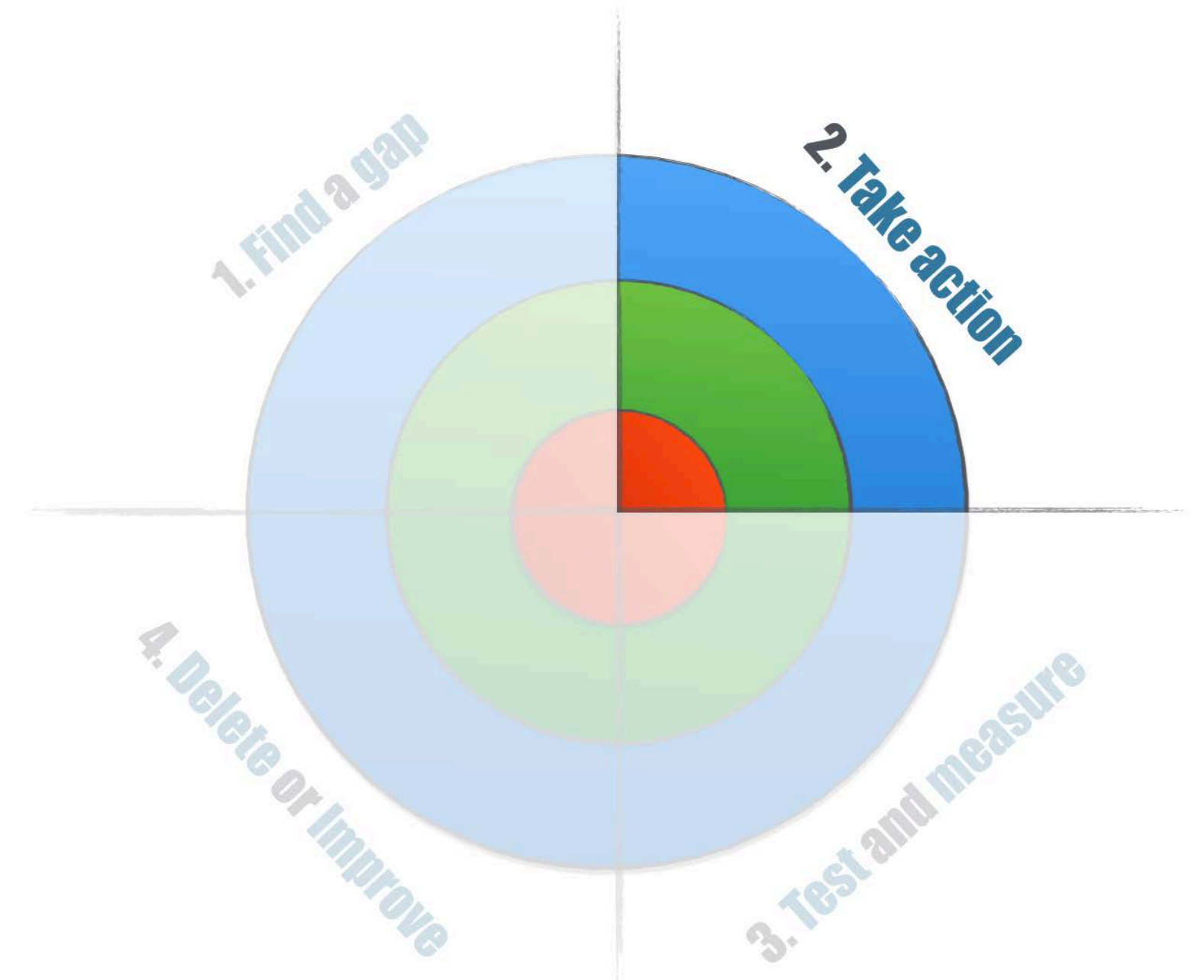
# 2. Take Action

Let's get one thing straight. It doesn't matter how much you know, how great your idea or solution is, unless you do something with it then nothing will ever happen.

So once you have a potential solution to what they want or to fill the gap, you need to start.

I interviewed Sylvia Wilson who is the founder of Bark Busters, an enormously successful global franchise and she spoke of how she equates successful people as those who are the ones out in front saying 'YES I'll give that a go', while everyone else is in the back room contemplating, pondering, having endless meetings and never getting anything done.

One of the biggest standouts of successful people is they just jump in and do stuff. They don't wait, then just begin.



## Action:

What's the first thing you need to do to fill the gap.

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Now do it!



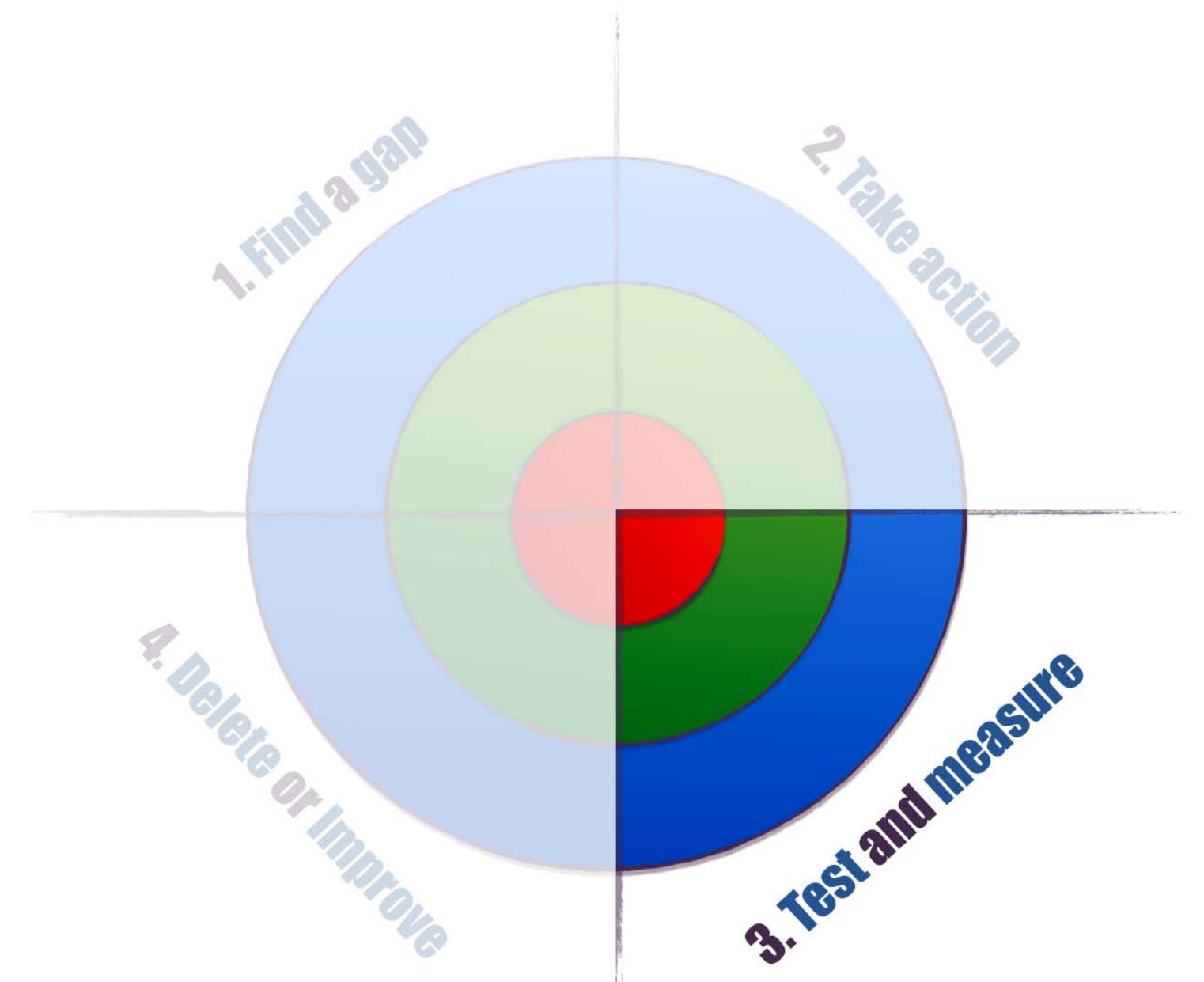
# 3. Test and measure

How do you know if what you are doing is actually working?

It's one thing to hunt down problems to solve, to find what your clients really want and then give it to them, and to find areas of your business to improve. And as we discussed in rule #2 it's also vital to act on those ideas and solutions rather than sitting around pondering and discussing them.

But there's a major step which sadly is often overlooked. You need to test and measure everything because you need to know if those ideas and solutions actually work.

It is one thing to have a brilliant idea, no matter how big or small, yet another to know if it's actually any good. And the only way to do that is to test it and measure its impact!



## Action:

Write down what the measure of success is.

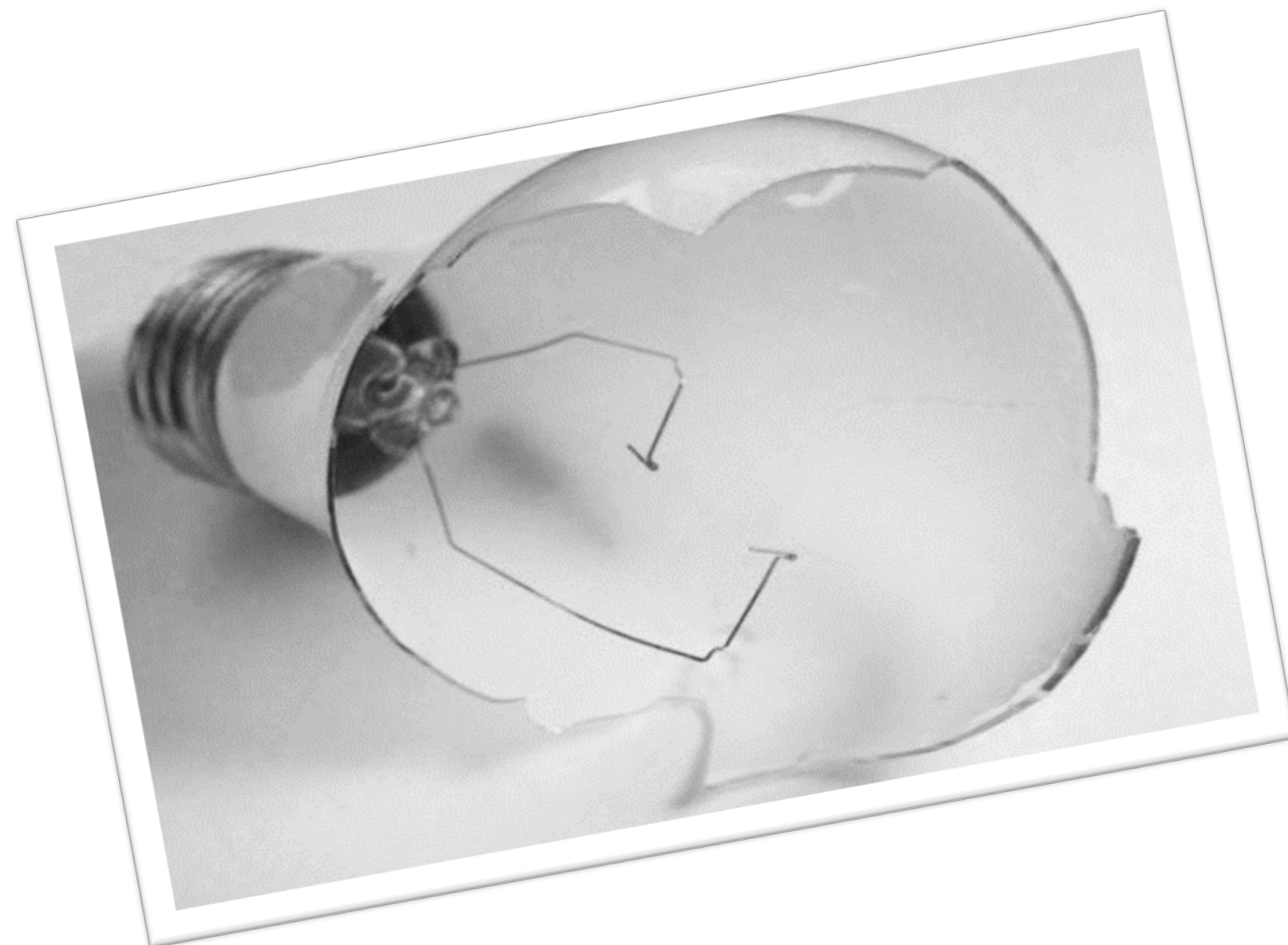
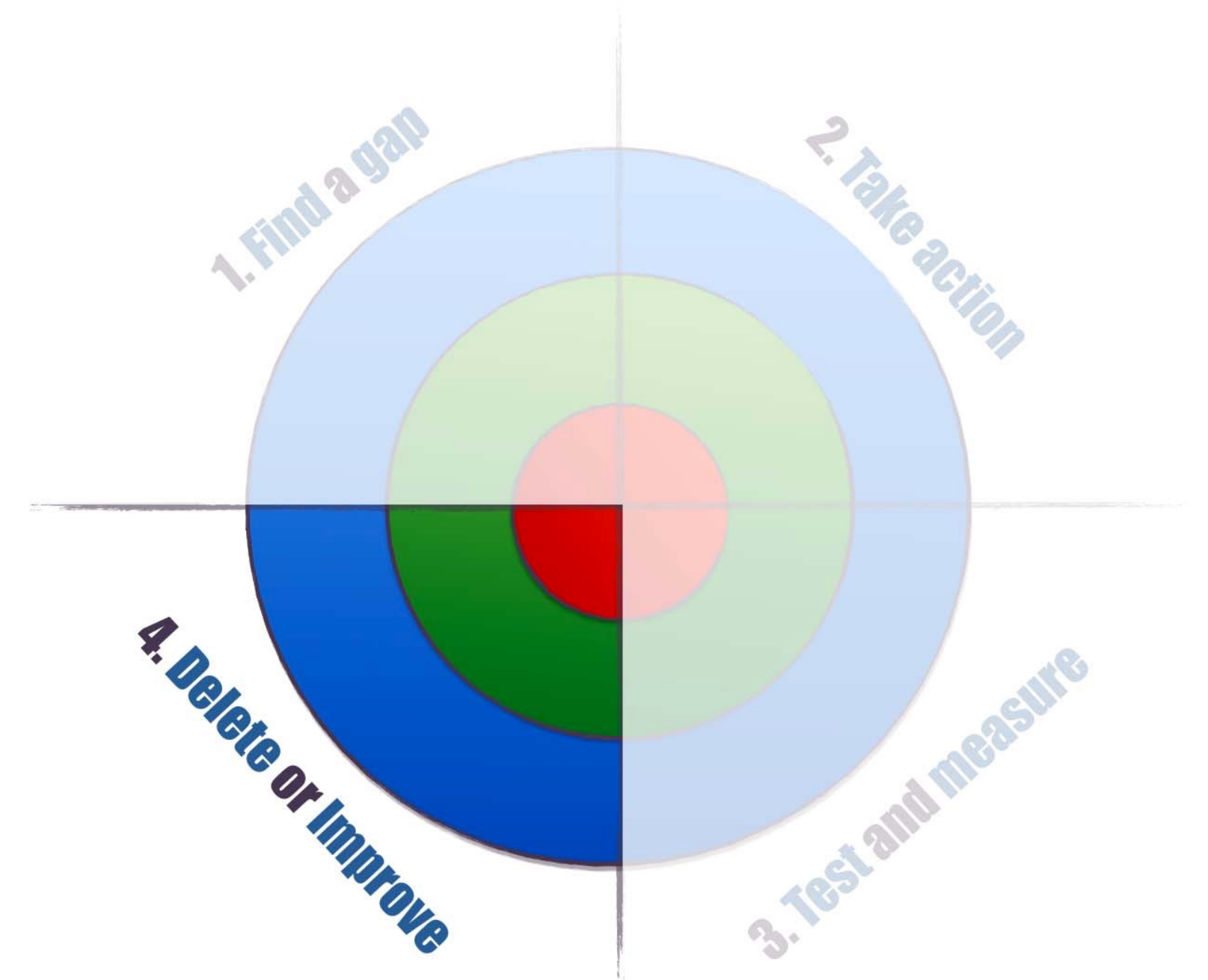
Then constantly monitor it.

# 4. Delete or improve

After you've found a problem to solve, acted on it and tested and measured it every step of the way you then need to either get rid of it or figure out how to improve it.

Let's get one thing straight. If your idea isn't making you money, or driving your business forward, then you need kill it off and kill it quickly.

On a happier note of course, if your idea is working then the game becomes how to improve it and how to make it the very best. Not once but constantly. And that's important because otherwise complacency sets in and complacency leads to failure.



## Action:

Take time and answer the following question honestly.  
Is your idea doing what you wanted it to? YES | NO

If yes then figure out how to improve it.

If no then get rid of it and find another idea.