

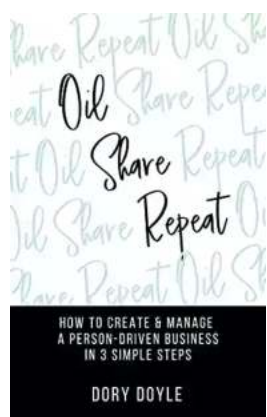
How To Create And Manage Person Driven Business In Simple Steps

In the modern business landscape, creating and managing a person-driven business has become a crucial factor for success. Gone are the days when companies solely focused on profits and disregarded the importance of human connection. Today, customers value authenticity and personalized experiences. Thus, understanding how to create and manage a person-driven business has never been more critical.

Step 1: Define Your Business's Purpose and Values

Before diving into the specifics of running a person-driven business, it is essential to define your business's purpose and values. What is the driving force behind your company? What are the core values that guide your decision-making process? Understanding these foundational aspects will help shape your business's direction and create alignment throughout the organization.

Take the time to reflect on your mission and vision. Look at how you can create a business that aligns with your personal beliefs and values. Authenticity starts with having a genuine connection to what you do.



Oil Share Repeat: How to Create and Manage a Person-Driven Business in 3 Simple Steps

by Dory Doyle(Kindle Edition)

★★★★★ 5 out of 5

Language : English

File size : 9998 KB

Text-to-Speech : Enabled

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 97 pages
Lending : Enabled
Screen Reader : Supported



Step 2: Foster Genuine Relationships with Customers

A person-driven business thrives on building strong relationships with its customers. Every interaction should reflect your dedication to providing personalized and meaningful experiences. Here are some ways to foster genuine relationships:

- **Active Listening:** Take the time to listen to your customers' needs and concerns. Show empathy and understanding.
- **Personalized Communication:** Tailor your communication to address each customer's specific requirements. Avoid generic messages or automated replies.
- **Customer Feedback:** Encourage feedback, whether positive or negative, and use it to improve your products and services.
- **Surprise and Delight:** Go the extra mile to exceed customer expectations. Offer small surprises or personalized touches that show you care.

Step 3: Empower Your Employees

In a person-driven business, your employees play a crucial role. They are the frontline ambassadors of your company and have direct interactions with customers. Empowering your employees translates into providing them with the necessary tools and autonomy to make decisions that prioritize customer satisfaction.

Investing in employee training and development will boost their confidence and ability to provide exceptional customer service. Encourage a culture of open communication and continuous improvement.

Step 4: Embrace Transparency and Authenticity

Transparency and authenticity are key pillars of a person-driven business. Customers appreciate openness and honesty. Be transparent about your company's practices, values, and intentions. Share stories and behind-the-scenes insights that showcase the human side of your business.

Authenticity extends to your marketing efforts as well. Avoid deceptive or manipulative tactics. Instead, focus on building relationships based on trust and integrity.

Step 5: Continuously Adapt and Evolve

In the fast-paced business world, the ability to adapt and evolve is crucial to stay ahead. This applies to running a person-driven business as well. Continuously monitor customer feedback and market trends to identify areas where you can improve and innovate.

Stay attuned to your customers' changing needs and preferences. Be flexible in your approach and willing to make necessary adjustments to enhance the customer experience.

Step 6: Measure and Track Results

Finally, to ensure the effectiveness of your person-driven approach, it is essential to measure and track your results. Use key performance indicators (KPIs) to assess customer satisfaction, employee engagement, and overall business performance.

Analyze data regularly to identify areas for improvement and refinement. The insights gained from tracking results will inform future strategies and ensure continuous growth and success.

Creating and managing a person-driven business requires a mindset shift from solely profit-focused strategies. By defining your business's purpose and values, fostering genuine relationships with customers, empowering your employees, embracing transparency and authenticity, continuously adapting, and measuring results, you can create a business that prioritizes people and delivers exceptional experiences.



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When you go decide to focus on your own business, your success (or failure) is based on your ability for authenticity, connection, and relatability. Oil Share Repeat is the guide that Young Living Brand Partners need to launch (and later refocus) their business with heart.

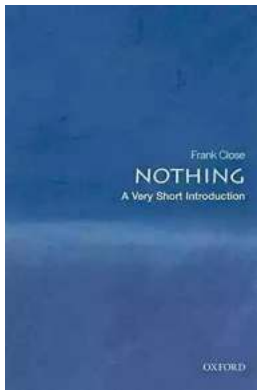
This 2nd edition revision has the same great content from the original version, along with expanded concepts, new stories, and a clear track towards growth:

Oil: Using the products and gaining self confidence

Share: Creating your stories and developing authenticity

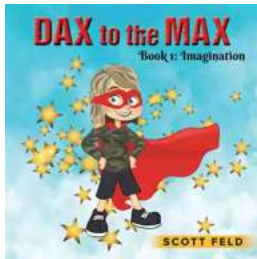
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