

## Ian Harvey - Stratitudinalist

I believe if you take an idiot and motivate him all you have is a motivated idiot and you have just placed the world in grave danger. Hence my aversion to the title “motivational speaker”.

So that you are under no misapprehension of what it is that I do for my clients .... I am a Stratitudinalist.

A Stratitudinalist is a person who not only provides attitude adjustment (motivation) but also provides a strategy to achieve a predetermined result.

Which is more important, the strategy or the attitude? In my opinion the strategy is paramount. Why? Because the strategy has been designed to achieve a given result and it can be accurately monitored. Attitude, on the other hand is fluid and often subject to personal definition. It is not easy to know where a persons attitude is at and it will wain from time to time. However adherence to the strategy can be observed easily. You are either doing the job or not.

The right attitude is also important but if I had a choice of only one strategy would be it.

A strategy is not a rigid set of functions but rather a general plan for a desired outcome. Every step can be seen in its contribution to the final result and that is what makes strategy easy to monitor.

Here are a few simple keys to create a strategy:

1. Forget the way you have always done it.
2. Define very clearly what the outcome is to be.
3. Use the “If I had a magic wand what would I do” approach to open your creativity.
4. Observe how non aligned organisations handle non aligned issues for cross fertilisation.
5. Study the latest technology to see how you can economise.
6. Establish their reasons why so you can sell it to the sceptics and
7. Follow through right to the end.

All new and innovative ideas come from following these steps and many result in amazing savings of time, money and resources and can suddenly leapfrog you over your competitors.

Most people abhor change and you will have resistance but when you add attitude to your strategy (strattitude) you can't be beaten.

**Ian Harvey** is a speaker and trainer with over 30 years experience in the importing, manufacturing, IT, automotive and distribution industries.

The author of several books and designed and creator of special application software Ian's unique delivery style guarantees involvement and real take home value.

From 45-minute keynote addresses to three-day training experiences, from motivation to sales to customer service, Ian can help you and your organisation identify and develop those little things that will make a big difference to your bottom line.

Contact Ian at Let's Do It (Qld) Pty Ltd on Phone +61 7 5571 5335 or on the Internet at [www.ianharvey.com.au](http://www.ianharvey.com.au)

