SSA

The Slow Sellers Association

TOOLS

THE
'GO THE EXTRA INCH' PROCESS

The 'Go the Extra Inch' Process

Here's a suggestion of something you can start doing as a manager immediately: it's called a **weekly 'go the extra inch session'** . It will develop a continuous rhythm of improvement, in a department, in a team or across a whole organisation.

(Note: if you can't do this every week, do it every 2 weeks, or every month at a minimum … it will still work well).

Every week, every team or group could meet to 'Go the Extra Inch': each person has two minutes to answer the following 4 questions and be held accountable for progress by their peers (rather than by their manager):

1. **What one thing did I do last week that moved us forward an inch?**
2. **What one thing happened this week that was really great, and I want to share with everyone so we can all enjoy it and learn from it?**
3. **What one thing this week was a total mess up, that I want to share with people so we learn from it and don't repeat it?**
4. **What one thing am I going to do this week to move us forward, as a team, one more inch this week, (and what help do I need from other people here in order to do this).** (That then ends up with the first agenda item of next week's meeting, i.e. how did I do on it?)

(Note: point 4 is the single most important point of the session… this is where progress in your organisation actually happens … but it's only an inch: Rome wasn't built in a day: don't try and solve issues all in one bite: just look to move forward one inch per week on one issue per person. This is 'kaizen' in action in your Organisation … small steps, done continually will result in huge progress over time.)

It's critically important that you have these sessions, and that they are kept **short and very sharp**: otherwise, they'll become a mess and you'll stop having them. Everyone can see theoretically why this would be such a powerful meeting, but so often people start this process and then give up because the sessions take too long and become infuriating!

The way to get around this is for the manager to lead this session and allocate two minutes exactly per delegate to get through the four points: I suggest you use a timer with a very loud alarm and hold people accountable to the two minutes strictly! Yes, the first few sessions will be a mess ... but people will soon get the idea, and then this will become a very process in your organisation to drive forward reliability, improvement, innovation, waste reduction, customer experience, loyalty, reputation … and, of course, sales!