

MO

JO

MOJO

... the mindset behind the execution of great strategy.

INSIGHTS

&

IDEAS

To get your strategic **MOJO** working.



Listen on

Apple Podcasts

THE MOJO SESSIONS

Interesting conversations, with the
most interesting people.

“Translating Strategy into Action, 90 percent of organizations fail to execute their strategies successfully.”

Harvard Business School Professor Robert Kaplan's book, The Balanced Scorecard.



Strategy is “direction and focus”

"The bottleneck is always at the **top of the bottle.**"

10%

Strategy... define it?

The art of the General.



The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.

— Alvin Toffler —

Break patterns, change your assumptions, and challenge the construct.... why?

THE
MOJO
SESSIONS

Barry O'Reilly Ep 312

Think different.

To think the same is to be the same



The Attributes

The art of the General



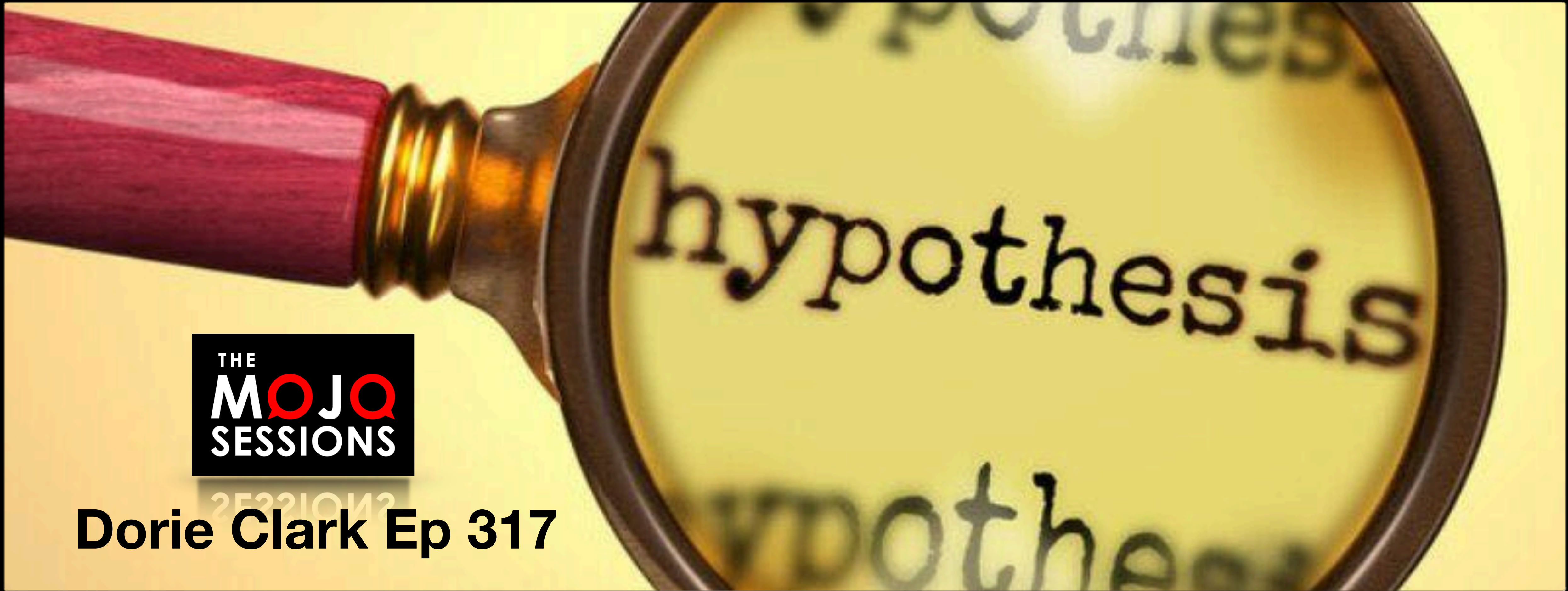
Future Vision

Strategists can imagine a future which does not yet exist.



The Long Game

Where is your business, your industry going?



Dorie Clark Ep 317

What's your hypothesis?

What do you see happening?

"Look at things not as they are, but as they can be. Visualisation adds value to everything. A big thinker always visualises what can be done in the future. He isn't **stuck with the present.**"

Author David J. Schwartz, on the power of visualisation.

A hand is shown from the bottom, reaching upwards towards the word "FUTURE". The word is rendered in a large, glowing blue, digital font with a grid-like texture. The background is dark blue with glowing blue lines and circles, suggesting a futuristic or digital environment.

FUTURE

Two businesses

The one you have **today** and the one **you will become**.

Major General Gronski
Ep 301

THE
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SESSIONS

2E2210M2



Future Vision

Strategists can see the **outcome** and the **steps** to get there.

Pat McNamara Ep 309



2E2210M2

IDS

Drude Stuff

The 3 Whiteboards

The year. The next few months. Tomorrow.



Language

Health

Culture

Brand

Mission

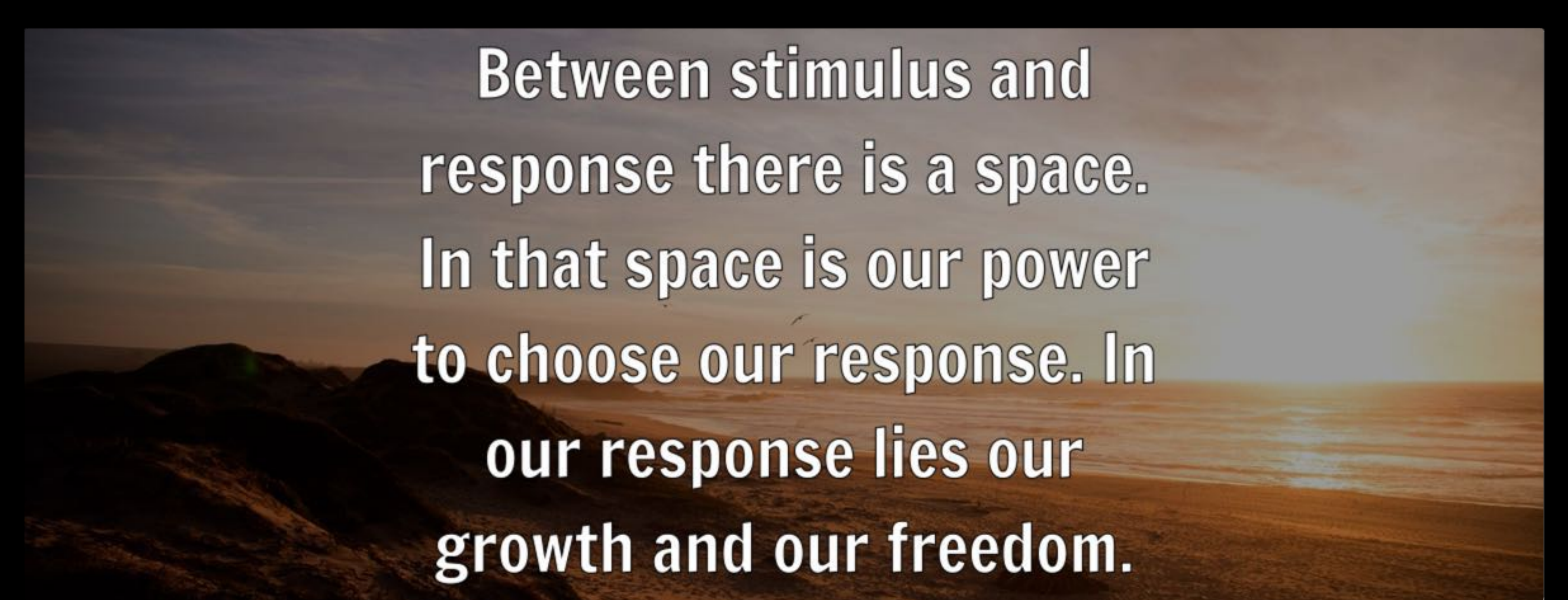
The 3 Whiteboards

The year. The next few months. Tomorrow.



The 3 Whiteboards

The year. The next few months. Tomorrow.



Between stimulus and
response there is a space.
In that space is our power
to choose our response. In
our response lies our
growth and our freedom.

Create the Gap

The space between stimulus and response.

*The two
most powerful
warriors
are patience
and time.*



**The two most powerful warriors
Allocate time. Detach. Think. Consider.**



Who is seeing the big picture?

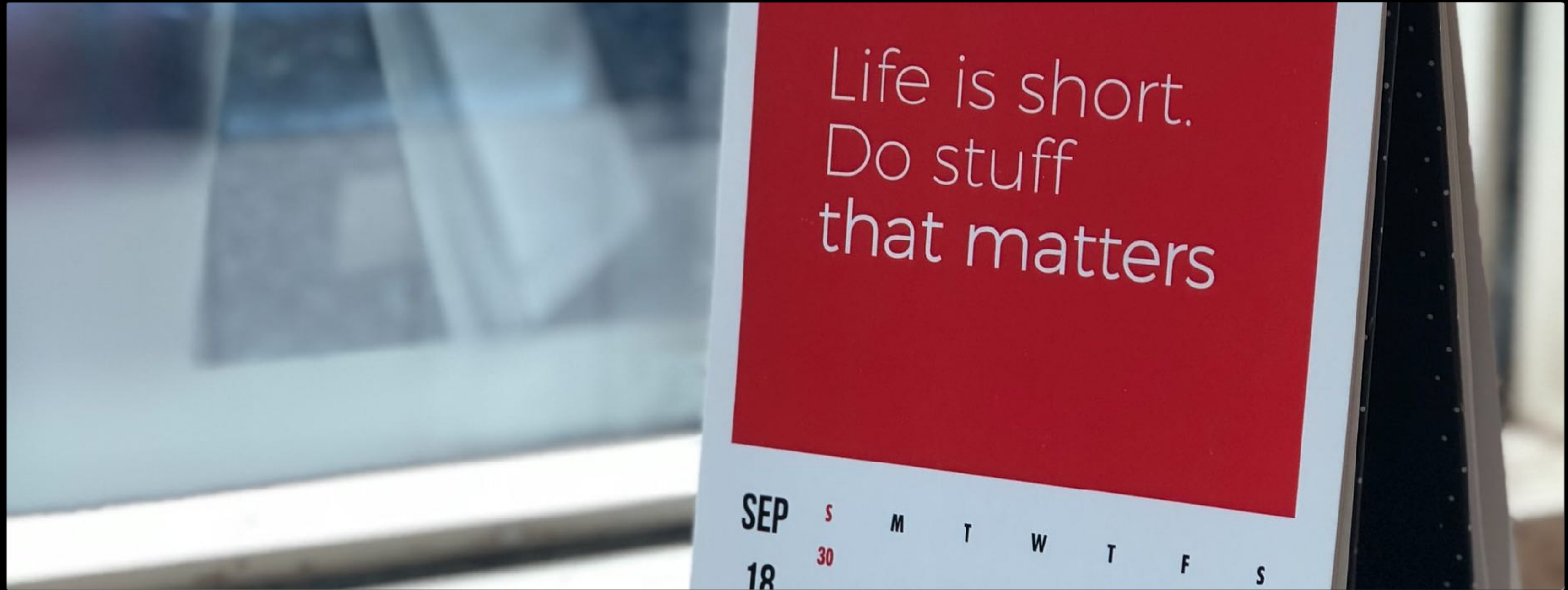
Who is charged with seeing the vision and the steps.



6 out of 10

Why it matters?

Quiet quitting is what happens when someone psychologically disengages from work. They may be physically present or logged into their computer, but they don't know what to do or why it matters.



What makes work meaningful?

A compelling future, a compelling why and guardrails.

**An Idea Worth
Rallying Around
Point of Cause.**

THE ART OF BATHING



MY JOB'S GOT MOJO

The key ingredient for people.

2/24
Handwritten notes

Handwritten notes at the top of the page

RAY WHITE TAMWORTH ECOSYSTEM



You might be asking yourself, what does an "Ecosystem" have to do with a real estate agency?
As a company guided by our values, it's important for us to create and maintain an environment where we all feel safe, trusted and like we truly belong. By doing this, we're fulfilling our mission to positively impact people's lives.



VISION

The Destination

Our vision is to build a workplace ecosystem that links us to our mission, values, and strategy, uniting us in how we think, act, and behave both in our workplace and community.

At the heart of everything we do is our mission - to positively impact people's lives. We're dedicated to achieving this by actively embodying our vision, embracing our values, and implementing our strategic plans. By staying true to these principles, we're excited to contribute to the well-being of individuals and communities.



MISSION

Our Why

TEAM
Positive Environment
Better working environment
Better job satisfaction
KPI's | Google Reviews

COMMUNITY
Clients
Vendors
Landlords
Buyers
Tenants



VALUES

Our Behaviour

Our values are reflected in our behavior, and the three foundational words in our ecosystem are:
Humble | Aware | Committed
Humble - Always remaining humble, whilst constantly remaining ambitious.
Aware - Self awareness and awareness of fellow team members.
Committed - Prepared to go the extra mile to see the job completed.

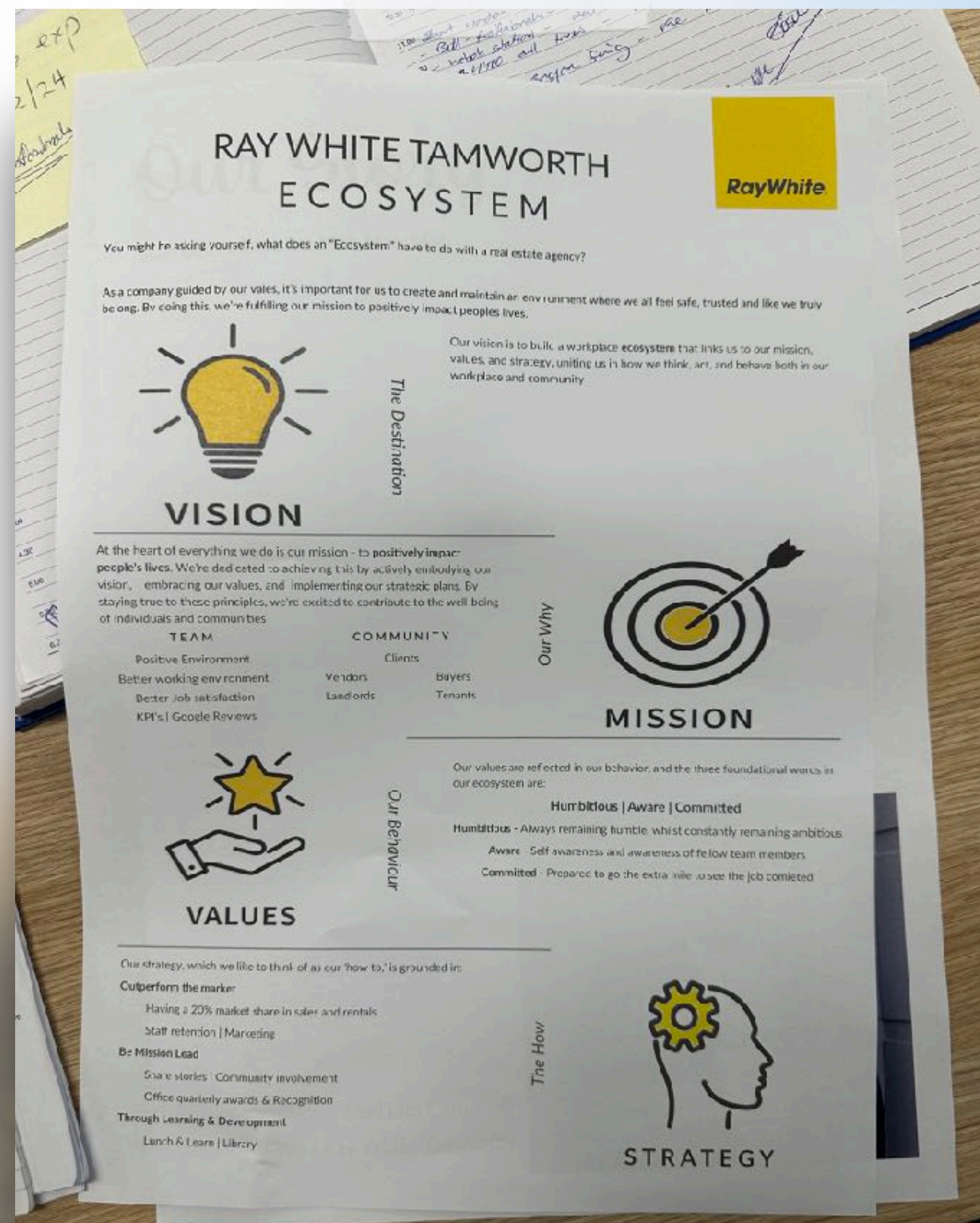
Our strategy, which we like to think of as our 'how to,' is grounded in:
Outperform the market
Having a 20% market share in sales and rentals
Staff retention | Marketing
Be Mission Lead
Share stories | Community involvement
Office quarterly awards & Recognition
Through Learning & Development
Lunch & Learn | Library



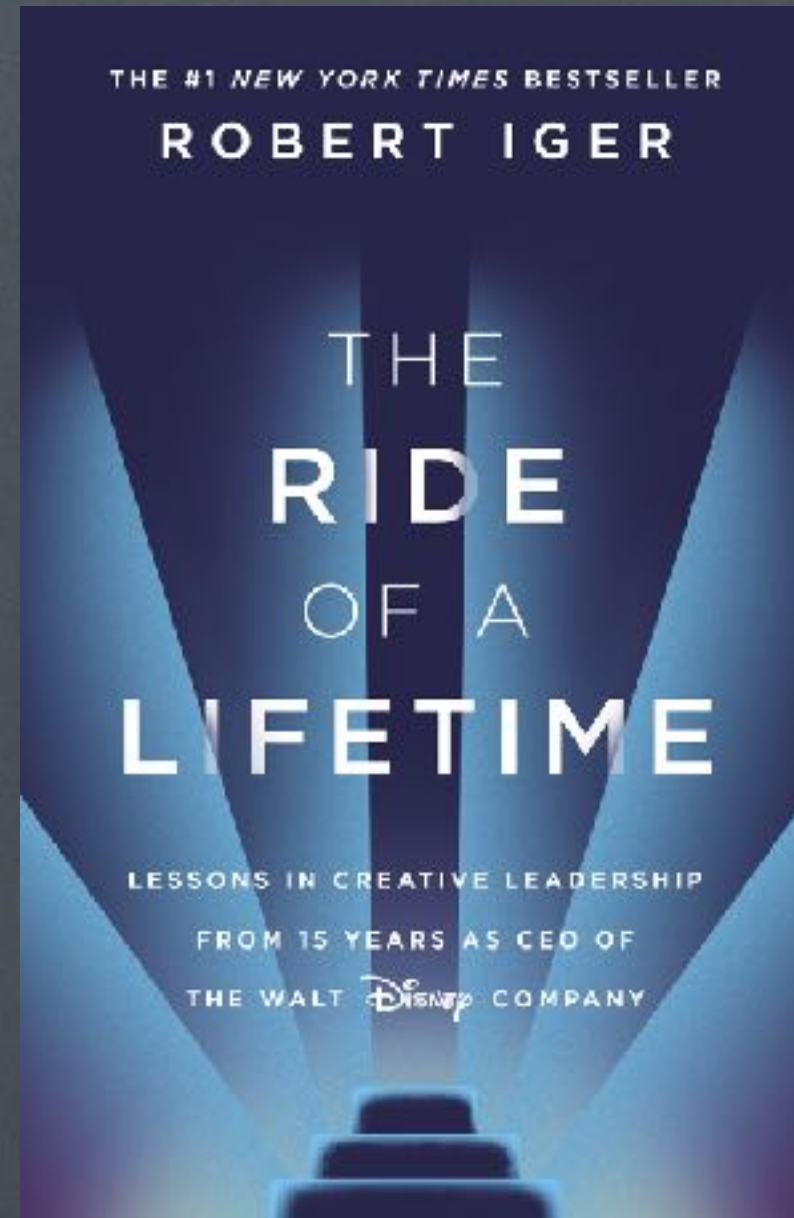
STRATEGY

The How

You Company Message



MY JOB'S GOT MOJO
We want meaning for our work and ourselves



Simplify
Visualise
Habitualise
Rituals and routines
Stop. Check in. Daily
Repeat.

Process
not
Outcome

Be intentionally strategic.

Pay attention to the Strategic Plan



Does it matter?

A great strategy can overcome a lack of talent,
But talent alone cannot overcome a lack of strategy.

**STRATEGY IS ABOUT MAKING
CHOICES, TRADE-OFFS. IT'S ABOUT
DELIBERATELY CHOOSING TO BE
DIFFERENT.**

—Michael Porter



What's on the whiteboard?

The reason you have a strategy is so that you **know what to say no to.**

Salar Kamangar



Motivation from Progress

Progress is made by looking back.....

MINID THE GAP

PROGRESS

START WITH THE MOMENTUM OF THE PAST

The Gap and The Gain.

Where is our focus?

THE MOJO SESSIONS



 Interesting conversations, interesting people

The best way to predict the future is to
invent it.....unlock your great ideas

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To contact Gary

email: gary@garybertwistle.com

- To arrange for Gary to speak to your team or at your next conference
- To have Gary do a Virtual Keynote via Zoom for your team
- To work one to one with Gary on your strategy, brand, personal mojo