

The # 1 Thing a Manager Manages

When it's all said and done, the # 1 thing a manager should be managing is **variances**: variations in performance from pre-established targets.

Variance management presupposes three factors are in place:

1. That specific performance targets have been set
2. That actual performance is measured and compared with the targets
3. That a variance has occurred.

When a variance occurs a manager must act like a manager:

First, how serious is the variance? What about on a year-to-date basis?

- * Maybe the weekly performance is under but YTD is fine
- * Are the performance numbers accurate?

Second, what is the possible cause of the missed target?

- * Has any staff member not followed the systems?
- * Indeed, are the targets realistic?

Third, what is the strategy to arrest the situation: to stop it re-occurring?

- * What are your options?
- * What changes, if any, are needed to systems and procedures quoting or staff training?

Fourth, do any of the targets need to be reset?

- * Should the mission be revisited?

Four reasons so many managers find management so difficult:

1. They have NO specific targets to aim at
2. They never learned WHAT, HOW and WHEN to manage
3. They spend too much time doing too much of the wrong work (IN instead of ON the business)
4. They make too many decisions based on the wrong information!

The *Profit Rescue System* is designed specifically to overcome these issues; and help fill in the gaps in your management training.