



Radio Show Podcast



SHOW NOTES

How to Build a Work Culture of Accountability, Responsibility and Commitment to Achieve
Massive Productivity

Discussion by Host Mr Steven Mario Cavallo followed by
Interview with Sam Silverstein SP

Episode 115
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Here to Serve

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The Business Firm is an international business consultancy company based in Adelaide, South Australia. We provide business services to commercial enterprises, government agencies and non-profit organisations. Our mission is to help our clients achieve high-level outcomes. Phone +61 8 8121 5711.

BUSINESS PLANNING

We write sophisticated business plans for organisations that provide a blueprint to achieve its objectives. Documentation is comprehensive and easy to follow, like an operations manual – step by step. All our business planning is based on fact and real market conditions so they are relevant and achievable.

MARKETING STRATEGY AND BRAND

We prepare strategic marketing plans for our clients that provide for growth of sales, increase in margins and growth of the brand. Our focus is not only to create wealth, but to create a brand that is highly valuable, so it is worth the most money possible in the event a business is sold – or the owner is no longer involved.

eLEARNING, TRAINING & EDUCATION PRODUCTS

We develop customised, highly interactive, game-based online learning courses for organisations. These high quality eLearning solutions allow an organisation to achieve full compliance with all industry and state regulations at significant cost advantage and in real-time. Solves: compliance, inductions, registrations, assessments, workplace training and other knowledge-based requirements. In person/class training too.

EVENT MANAGEMENT

We plan, execute and assess events for organisations, such as product launches, professional seminars, trade shows, fundraising dinners, auctions, conferences, sporting events and entertainment shows. We will manage all logistics for events, including ticketing (both physical and electronic) as well as back-end systems to handle sales, statistics and the creation of a Customer Relationship Management database.

DIGITAL ONLINE AND WEBSITE

We create: websites, eCommerce solutions, Facebook, YouTube, Twitter & LinkedIn social strategies, Yellow Pages digital advice, search engine optimisation, iTunes worldwide sales, Apple apps (iPhone, iPad, iBooks), Google, Bing, Yahoo listings and affiliate revenue for you.

AUDIO, VIDEO AND PODCAST PRODUCTION

Our in house studio produces high quality audio and video content for radio, podcasting, television, YouTube, online streaming broadcasts, education, training, sales, lead generation, events, product launches and fundraising.

PUBLISHING HOUSE (inc. electronic publishing)

We create: magazines, yearbooks, almanacs, manuals, tenders, books, novels, textbooks, electronic publishing, investor prospectus. We also offer proofreading and document layout. We can take your existing print works and publish them electronically so they can be distributed worldwide. This is the largest distribution channel in the world. We help you sell your works globally or distribute for free.

NEWSLETTERS, MAGAZINES & PROSPECTUS

We create newsletters for organisations, magazines for industry groups, catalogues, syllabuses, investor prospectuses. We prepare tenders, bids, proposals and sales documents. We will manage the entire process from text to desktop design to printing the final product.

RESEARCH

We conduct market research to determine the viability of a market or product. We do customer satisfaction research to find out what an organisation's customer think of its products and services. We also conduct brand research to determine the attitudes held by the market towards an organisation.

ADVERTISING AND PROMOTION

We understand the most cost efficient and the most effective way to spend money on advertising. We create advertising for television, radio, musical jingles, newspapers, display ads, outdoor billboards, cinema, online (Google, internet banners etc.) and for the sponsoring of events, teams etc.

SALES STRATEGY AND SALESFORCE MANAGEMENT

Sales are the life-blood of all organisations; therefore, your sales staff (whom represent both your biggest asset and your biggest expense) out-performs your competitors. The Business Firm helps you achieve world's best practise in sales three ways: by creating a customised sales plan; by teaching super-effective sales technique; and training the entire organisation in customer service so your clients only ever experience total satisfaction and buy again when it is time.

CONSULTING AND TURN-KEY PLANNING

We will create for you a world-class, modern business system that will scale seamlessly, allowing you to grow a large business that is easy to run, is super efficient and significantly more profitable. We support organisations from beginning to end: from research to strategic planning, its implementation, the training of staff on systems upon rollout, systems operations and its ongoing refinement and improvement.

FUNDRAISING SYSTEMS

We create for non-profits organisations: regular giving programmes, attract sponsorships, membership growth, events & functions, In-Memoriam donations, major gifts, capital drives, database management, competitions & social media fundraising.

PUBLIC RELATIONS AND LOBBYING

We plan and execute product launches, open days, facility tours, trade shows, press releases, publicity, media relations, press conferences, lobbying, information events, competitions & giveaways. We also do direct mail campaigns.

ONLINE EVENT BROADCASTING, WEBCASTS & WEBINARS

We create engaging, high conversion online broadcasts for organisations worldwide. We develop professional quality content that conveys your message with power. Whether you want to sell to businesses or individuals; educate and inform; influence public opinion; generate leads globally; stream your live event online to the world; record and post for open replay; or run an online summit; we have the production capability and online video capacity to be a global star.

PRESENTATIONS AND MULTIMEDIA DISPLAYS

We create stunning sales presentations that have high impact and get results. Public display kiosks (touchscreen information directories). Educational interactive learning aids. Shop window displays to sell items. POS displays. Shopping mall displays (for advertising and information).

About the Podcast

We produce a weekly radio show that is distributed globally through iTunes and on Stitcher Radio as a podcast. **The show is designed specifically for decision makers:** entrepreneurs, business owners, high-level managers and Board Directors who typically control significant plant and human capital.

If you have an Apple device (iPhone, iPad, Mac) click this link to listen:
<https://itunes.apple.com/au/podcast/business-firm-show-for-decision/id1164625597>

If you have a non-Apple device, click to listen using this link:
<http://www.stitcher.com/podcast/the-business-firm>

Each episode covers different topics related to running a high-performing business. You will get empirically proven, strategic advice that will result in more profit for you. **Areas covered include:** strategic marketing, business development, sales performance, advertising, public relations, social media promotions, eCommerce, large-scale fundraising, research and how to build a global business properly.

You will collect high-level content from host Mr Steven Mario Cavallo, The Business Firm's founder; and you will also get the opportunity to have a business problem you are dealing with, solved. **You can submit** an audio recording of a real-life business issue by emailing an mp3 file to: answers@thebusinessfirm.com.au

You'll also enjoy a sky-high view from the Tower of Success where you'll sit alongside Steven in The Business Firm Presidential Lounge and pick the brains of the very best business thought leaders in the world, during an interview. You are invited in every episode to listen to **interviews with incredible, world-leading information shared by some of the business world's most expert thought leaders.** Guests include top practitioners, entrepreneurs, Professors from the greatest Universities of the world, successful business owners, coaches and mentors, industry leaders, authors and other high-achieving, credible individuals.

If you fit the above description, have content of value to business owners and are a confident speaker, please apply to become an interviewed guest by emailing us at: guest@thebusinessfirm.com.au

This is the show that will help you in your duty, of being an effective business leader.

The Business Firm Radio Show is produced in Adelaide, South Australia weekly and released internationally to our worldwide audience: the decision makers and entrepreneurs who are building our global economy.

Listen to the show on iTunes and never miss an episode again, as it will automatically appear for you to listen to on your device, at your own convenience.

In addition to enjoying the free information on the podcast, you are welcome to a **free seat in the next Webinar** (online seminar) where Steven will be presenting [vital aspects of marketing science](#) and business development. Topics covered include: how advertising REALLY works and how to only spend money on what ACTUALLY gives returns. Learn how to sell 20% more without any extra customers; and we reveal the truth about consumer behaviour and HOW buyers actually choose between your brand and your competitors'. Plus, you'll learn the three biggest pieces of misinformation that wastes money and leads to nothing – things that nearly everyone has already been sucked into doing! This information is totally unknown by your competitors (and the false 'gurus'); so knowing it is a lucrative advantage you can easily get over your competitors.

Do yourself a favour and attend the next webinar. It will end your vulnerability to misinformation and can finally stem the flow of so many unnecessary expenses you are probably already incurring. There's no cost, no obligation and you'll make money from the information.

Check when the next one is on at: www.thebusinessfirm.com.au/webinars.html

Discussion

In this episode, Steven Mario Cavallo discusses the miraculous productivity gains that are possible when the people that comprise a company actually VALUE their work, value their workplace and value all the other people that comprise that workplace. This is attainable only when the business owner (or managers that lead the organisation) understands the difference between responsibility and accountability.

This excellent episode is particularly useful for:

- Any owner or manager of people, especially teams larger than twelve people.
- Organisations that have disinterested people or people who exhibit a lack of motivation and commitment to their work.
- Anyone who manages people with high levels of absenteeism, who suddenly get sick on Mondays or who tend to just want to continually 'take' and never 'give'.
- Any business that has implemented good quality systems and technologies, but that still suffers low productivity, despite those investments.
- Any leader of staff that don't take enough ownership of their work, who show a lack of care in what they do and who don't want to take responsibility for delivering the outcome they are supposed to deliver.

Interview

In this episode, we hear from one of the world's foremost experts on transformative leadership, Mr Sam Silverstein. Sam is a highly regarded consultant, speaker and author. His latest book, Non-Negotiable teaches how powerful a set of guiding values can be to a company when those values are lived throughout the entire organisation: right from the CEO to the security guard to the boy that delivers the mail. It teaches Accountability as the primary driver for a brilliant workplace culture and for driving incredible productivity in all employees. Accountability can: 1. Make you more money; 2. Help you attract the very best talent into your organisation; and 3. Help you retain the very best staff (while self-ejecting the ones you don't want).

In this interview, Sam Silverstein graciously shares much 'gold' with the listener, including properly understanding that responsibility is essentially a commitment to things; while accountability is a commitment to people. Employees will always value their relationship with people (i.e. their boss, manager, colleagues, customers etc.) much more highly than they will ever care about things; hence, accountability presents an organisation with a universal way to create unity and commitment across all persons in the business, toward the commercial outcomes the business is trying to attain.

Furthermore, the values that espouse that accountability become part of all the people that live then, so they provide benefits beyond just the workplace – they are carried into and lived into the homes and communities of those employees as well, which in turn have a 'pay it forward' affect in wider society. Sam tells us in this interview how to achieve this in any organisation, even ones with difficult or 'rotten' cultures. He also speaks of the Accountability Movement, whose focus it is to create accountable communities.

You can contact Sam Silverstein and purchase his book Non-Negotiable at: <http://samsilverstein.com>

Listen to the interview with Sam Silverstein by downloading episode 115 of The Business Firm Radio Show:

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<http://www.stitcher.com/podcast/the-business-firm>

Additional Resources

- Ehrenberg Bass Institute – evidence-based, quantitatively proven marketing research and real-life findings across the world conducted by the University of South Australia Division of Business: <https://www.marketingscience.info>
- Your Business' Ability to Achieve Game Changing Innovation: www.gamechanging.com
- Priority Matrix, an excellent personal productivity software that utilises the Eisenhower Matrix as described by Dr Stephen Covey in The 7 Habits of Highly Effective People: www.appfluence.com
- How to maintain a Body & Mind that allows you become super successful forever. One of the world's foremost experts on human performance: www.betterthenever.com.au
- How to ensure your employees COLLABORATE and you are a GAME CHANGER: www.gamechanging.com
- How to Think Like Leonardo Da Vinci – one of the greatest books of our time. www.michaelgelb.com
- The Business Firm: www.thebusinessfirm.com.au

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