

# The Level 7 System

# CORE PRINCIPLES

In order for businesses to really work, to serve the lives of the owners, employees and it's customers, to stand out among the ground and maximize it's likelihood of success, the business must do the right things, the right way. The right way of working begins with the right way thinking. The Level 7 Core Principles are the foundational thinking behind The Level 7 System.

## The Principle of Defining Results



### GOALS

Are we a goal oriented, results focused business?

Brings absolute clarity to the company vision, goals, objectives, expectations, and standards in every aspect of the organization.

Brings about a more "results oriented focus and intention" among the people in the organization.

Creates and fosters an "Enthusiastic Collective Focus" and gets everyone in the organization moving the same direction.

## The Principle of Knowing What's True



### EVALUATION

Do we foster objectivity in the way we think and evaluate performance?

Ensures that the company has systems in place to objectively measure performance and factors that impact the results of the organization.

Empowers employees to make better, more relevant decisions for the business.

## The Principle of Conveying Information



### COMMUNICATION

Do we communicate in a way that ensures understanding and clarity throughout the organization?

Ensures that the company has developed effective communication systems throughout the organization.

Maximizes employees connection, understanding and buy in of goals, expectations and direction of organization.

Minimizes unnecessary interruptions and breakdowns in communication and misunderstandings among employees and management.

## The Principle of Creating Replication



### SYSTEMS

Do we have a systems driven, consistent and predictable environment?

Ensures that the company has the tools and systems necessary to become a systems driven environment.

Ensure that all the systems throughout the organization have been documented and are producing optimal results. These systems include: *Lead Generation, Lead Conversion, Fulfillment, Money Management, Human Resource, Management Development Systems etc...*

## The Principle of Facilitating Compliance



### ACCOUNTABILITY

Are we building trust, teamwork, personal responsibility and accountability?

Ensures that the company has systems in place to build trust, accountability and follow-through from it's people throughout the organization.

Empowers and encourages employees to take OWNERSHIP of work, tasks, assignments and results.

## The Principle of Threading Culture



### VALUES

Are we threading our values and beliefs throughout the entire organization?

Ensures that the company is effectively threading the values and beliefs throughout the entire organization in order to establish it's "own" self sustaining personality.

Supports in the recruitment, screening and training of "right" employees for the organization.

Supports in creating an environment where employees are empowered to have better judgment and decision making in their positions and roles in the organization.

## The Principle of Improving Performance



### INNOVATION

How are we stimulating ongoing improvement in the business in a consistent, predictable manner?

Ensures that the company is systematically and effectively innovating and improving the organization in a way that is not dependent on key leadership and ownership.

Gets employees actively and appropriately involved in innovation and taking initiative in improving the organization and in the work they do.