

# What to Adopt & Abandon.

Business Leader  
Success Insights 2024



# Foreword

In the chaos of business in 2024, it's easy for leaders to get lost in the noise, constantly bombarded by trends, statistics, distractions, and the latest buzz. The last decade has given leaders a surplus of information, but amidst this deluge, the crucial skills of maintaining focus, having a clear vision, strategy and successful implementation of change often takes a backseat. Success in 2024 isn't just about riding the latest wave; it's also about recognising constants amid the chaos and getting things done.

Leaders are often great at adopting new approaches, gaining knowledge and absorbing insights but rarely do they stop to abandon outdated thinking holding them back from achieving performance goals. It could be argued that many leaders have spent too much time procrastinating recently, gold plating their thinking versus putting more emphasis on implementation where they learn and adapt as they go.

This paper is a guide for leaders on what to adopt and what to abandon in 2024 to improve their performance. Developed by leading global consulting and advisory group Mindshop, it is based on insights gathered from hundreds of workshops, discussions, surveys, diagnostics and coaching with high performing leaders each year.

What three elements from the 'adopt' and 'abandon' lists are the issues most applicable to you? Ideas that if implemented, will dramatically improve your performance as a leader in 2024.



**James Mason**

Managing Director, Mindshop



# What to Adopt

**What top three ideas will you adopt as a strategy to improve your performance as a leader from the following list?**

- 1 Contrarian Thought**  
Challenge conventional wisdom and embrace dissenting perspectives to encourage innovative thinking and avoid groupthink.
- 2 Timebox**  
Set fixed time limits on tasks or projects in your calendar to enhance productivity and prioritise focus on essential activities, driving you to under promise and over deliver.
- 3 Operational Excellence**  
Achieve high efficiency and effectiveness across organisational processes, emphasising continuous improvement and streamlined operations.
- 4 Model the Way, Be the Coach**  
Lead by example and foster a coaching mentality to empower team members through guidance, support, and personal development.
- 5 Learn from the Right Peers**  
Actively seek insights and knowledge from experienced and relevant mentors or peers to accelerate personal and professional growth.
- 6 Profitable Growth**  
Embrace marketing and sales strategies that focus on profitable revenue growth and steer clear of growth opportunities that don't positively impact the bottom line.
- 7 Customer Centricity**  
Place the customer at the core of business decisions and actions. Ensure products and services meet or exceed customer expectations.
- 8 Leverage AI & Technology**  
Harness the power of artificial intelligence and emerging technologies that enhance operational efficiency, drive innovation in products & services, and help you gain a competitive edge.
- 9 Stop Doing List**  
Identify the 20% of activities and tasks you undertake that provide 80% of the value to the business. Now make a stop doing list of things that don't add high value.
- 10 Higher Quality Team**  
Build and maintain a high performing team with diverse skills, experiences and strengths to drive collective success. Move on poor performers quickly.
- 11 Mindshop Way**  
Embrace and master the business methodologies of Mindshop, which focus on simplifying the complexity in business through strategies, tools, and support for growth and development.

# What to Abandon

**What top three issues will you address to improve your performance as a leader from the following list?**

**① Searching for Unicorn Team Members**

Endlessly trying to assemble the 'perfect' team can end up being the enemy of a 'good' team with strong values and growth potential, thus hindering long-term success.

**② Fixed Mindset**

Holding a rigid belief that leadership capabilities and acumen are static hinders your adaptability and growth in the face of opportunities.

**③ Loss Making Products & Services**

Continuing to invest resources in products or services that consistently generate financial losses rather than re-evaluating or pivoting strategies.

**④ Toxic Team Members**

Tolerating individuals who bring negativity, conflict, or detrimental behaviour into the team environment, impacting overall morale and performance of the wider group.

**⑤ Poor Work / Life Balance**

Neglecting the importance of a healthy equilibrium between professional and personal life, potentially leading to burnout and decreased productivity.

**⑥ Living on Social Media**

Overemphasising online networking and posting content at the expense of real-world relationships and genuine interactions within quality professional circles.

**⑦ Echo Chambers**

Surrounding yourself with individuals or sources of information that only validate rather than challenge your ideas, limiting exposure to diverse perspectives and hindering innovation.

**⑧ Strategic Planning with No Implementation**

Engaging in thorough strategic planning activities without a corresponding commitment to effective execution, leads to unrealised goals and wasted effort.

**⑨ Emotional Intelligence Blind Spots**

Overlooking or neglecting the importance of building greater emotional intelligence, potentially resulting in challenges in interpersonal relationships and leadership effectiveness.

**⑩ Unworthy or Poor Quality Customers**

Accepting customers who may be a poor fit for the product or service, leading to dissatisfaction, increased support demands, and potential damage to the brand

**⑪ Worrying About Things You Can't Change**

Focusing excessive energy and attention on factors beyond your control, leads to unnecessary stress and distraction from actionable priorities.

# Take Action

**What will you adopt and abandon? Select your top three priorities for 2024.**

What to Adopt	What to Abandon
1. Contrarian Thought	1. Searching for Unicorn Team Members
2. Timebox	2. Fixed Mindset
3. Operational Excellence	3. Loss Making Products & Service
4. Model the Way, Be the Coach	4. Toxic Team Members
5. Learn from the Right Peers	5. Poor Work / Life Balance
6. Profitable Growth	6. Living on Social Media
7. Customer Centricity	7. Echo Chambers
8. Leverage AI & Technology	8. Strategic Planning with No Implementation
9. Stop Doing List	9. Emotional Intelligence Blind Spots
10. Higher Quality Team	10. Unworthy or Poor Quality Customers
11. Mindshop Way	11. Worrying About Things You Can't Change

What to Adopt – Your Top 3 Priorities	What to Abandon – Your Top 3 Priorities
1.	1.
2.	2.
3.	3.

### What's Next?

Take your top three priorities to adopt & abandon and get started on making an immediate change, here's how:

- Complete the latest Growth and Profit Solutions (GPS) diagnostic for 2024 available [here](#) to help you further identify strengths and weaknesses in your business and prioritise actions for a successful 2024.
- Create a personal one page plan, incorporating your key adopt and abandon strategies. Review monthly and update accordingly.
- Talk to your Mindshop advisor for assistance in developing or implementing your business and personal plans for 2024.

### How Can We Help?

Do you need more help adopting attitudes and practices or abandoning habits that are not serving your best interests to help you achieve your objectives?

Or want more information about support for your business? Contact us today.

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