



The initial discussions with your Sustainer may be along these lines...

I am committing to a training program that has the potential to significantly increase the profitability of my business. The training is not time consuming and the content is practicable and easy to follow. The creator of the program has indicated my failure to implement, represents the greatest risk of the program not being successful.

He is therefore recommending that I appoint someone to make me accountable to the process, and I would like that person to be you.

Refer to the following page for a job description of the Sustainer. This job description is couched in the terms of a letter from me, to your chosen sustainer. If you would like, I will write to the sustainer, although you can just easily adapt the letter so it is from you.

The advantage of having the letter coming from me is that it adds third party authority to the process and commitment. If you want me to write to your chosen Sustainer, send me an email containing their first name and email address.



Your Role as Sustainer

Every business has the potential to perform better. That is why [owners name] took the decision to engage in the Build a Better Business Program. I understand [owners name] has had a brief discussion with you about the program and the role that he hopes you will accept.

You have been selected to take on the role as Sustainer. Perhaps that is a title you have not heard before. It means someone who has the responsibility of making sure others do not waiver, or “*give it away*”, when they should endure!

Building a better business involves changing the way things are currently done. Change takes effort from the leader and requires support from the team.

The challenge [owners name] will face is that by having to deal with urgent but not necessarily *important* day to day matters constantly arising in the business, the important strategic initiatives she must implement will not be given the priority they need. One of your roles therefore will be to keep [owners name] on track and remind her of the commitments she has made to build a better business.

Because there will be change it is likely that some of your fellow team members will feel threatened or unsure about what is unfolding. It is natural for people to be sceptical of change. This will be particularly so if the change involves the way [owners name] as leader will be interacting with the team.

Even use the word team, if that is an innovation, will cause a stir.

Every change process requires a champion, [owners name] is hoping you will take on that role. A champion supports the change process by encouraging all team members to embrace what is being presented with an open mind.

You will receive significant support from me, it is in my interest to ensure the build a better program strategies are implemented and not just talked about. I have developed a system for Sustainer’s to use so as their new responsibility is not onerous, and I hope to be able to share the system with you.

I am responsible for delivering the program. Your role as sustainer involves encouragement to implement, and reporting to us in respect of progress. You will see from the sample form [owners name] I have enclosed the *reporting process* is little more than ticking the boxes and therefore it should not be a time consuming task.

I have advised [owners name] that the person she appointed as Sustainer should be someone that has her confidence and is strong enough to “stand up” to her during times of stress and pressure. That person also should have the respect of the entire team.

On that basis I hope that you are pleased to have been selected. I look forward to working with you on this very important project over the coming months.

Kind Regards
Philip Arnfield.