

People, Process, and Product (The 3 P's)

The 3 P's of business came from a concept called '*lean thinking*' and the phrase People, Process, Product highlight a simple yet powerful principle for business owners to focus on for consistent growth and success.

The two pillars of Lean Thinking is Continuous Improvement and Respect for People.

- Continuous improvement is the active pursuit of identifying opportunities that will change work for the better.
- Respect for People is when everyone in an organization operates on a system of respect, they would ensure that their efforts are aimed towards the best interest of the recipient of their work.

Why are people, process, and product statement in business so important?

- Without good people in the right roles, your small business will struggle to serve customers, dampening your potential revenue.
- If you don't put effective processes for production, billing, and accounting in place overheads will increase and profitability decrease.
- If you don't have products or services that meet the needs of your market, it won't be long before your small business is forced to close.

People form the foundation for any successful small business. Businesses are based on relationships and relationships are based on people, so, surround yourself with good people.

People also need guidance on how to work in the most efficient and productive manner possible and this is called process the second of the 3 P's.

That means looking at your operational processes carefully to understand every step from receiving an order to delivering the finished product. Control your cash, stick to your core business, and know your numbers.

Your small business needs to offer the right products for your customers. Your product line should be practical, purposeful and profitable.

If the 3Ps does not work together you will get an inadequate outcome

- People + Process = Bureaucracy; low achievement, high adaptability but no results focus or accountability
- Process + Product = Robotic fulfilment; low motivation; low innovation
- Product + People = Uncertainty; chaos; lack of control

But if all three works together, you will have a higher chance of reaching your goals. People + Product + Process = Stand-out success!