

40 TO 100 PEOPLE • OWNER LED • AUSTRALIAN

You pay for 100%. Your people deliver 65%.

The gap is not talent. It is clarity, honest feedback and morale.
And it is costing you more than you think.

65%

Where most teams run

85%

What high performing
businesses get

\$800K

The gap on a \$4M wage bill, every
year

Good people. Mediocre outcomes.

You built this business. You know your people are capable. So why does it still feel like you are carrying it?

01**You can feel the gap but cannot explain it.**

Capable people, average results, and no number to prove what you already know.

02**You have tried. Nothing moved.**

The survey sat in a slide deck. The offsite gave you two weeks of energy. The high performer you promoted struggled as a manager.

03**The cost is invisible on your P&L.**

Your wage bill is there in black and white. The cost of disengagement, poor management and empty seats is not.

04**Nobody is thinking about your people commercially.**

Your accountant handles structure and tax. HR handles process. You carry everything in between.

Seven questions. Count your clear yes answers.

- 1 Does every person know what success looks like in their role?
- 2 Do they know the single most important thing in their job?
- 3 Are your values measured, or just on the wall?
- 4 Would you see a resignation coming before the notice lands?
- 5 Do you know who your Impact Players are, and are you keeping them?
- 6 Is a top performer who breaks your values held to account?
- 7 Do you know how your people really feel? Not the survey version.

Two or more you could not answer yes to? You are paying for more than you are getting.

Every point between 65% and 85% is wages you already pay.

Twenty points of productivity, paid for and not returned. Find your wage bill below.

YOUR ANNUAL WAGE BILL	LOST EVERY WEEK	LOST EVERY YEAR
\$2.5M	\$9,615	\$500,000
\$4M · around 50 staff	\$15,385	\$800,000
\$5.5M	\$21,154	\$1,100,000
\$7M	\$26,923	\$1,400,000

Calculated on a 20 point productivity gap. Your real number comes from your own data.

WHY THE GAP EXISTS

Performance runs on belief.

Most businesses keep adding resources and opportunity: new systems, new tools, new targets. Belief is the multiplier. When it is low, your best resources produce very little.

$$\text{Belief} \times (\text{Resources} + \text{Opportunity}) = \text{Outcomes}$$

Your people are not unreliable. They are uninformed. That is not a morale problem. It is a balance sheet problem.

Twelve outcomes. One connected system.

The gap closes when twelve specific conditions exist in your business. Not twelve activities. Twelve outcomes, and each one reinforces the others. Pull on one and the rest respond.

Foundation

1 AND 2

Why your business exists and what it stands for.
Nothing else holds without these.

- 1 Understand Why
- 2 Own the Business Values and Goals

People

3 TO 5

Knowing your people, trusting them to fail intelligently, and redefining what you want from them.

- 3 Know Your People
- 4 Make It OK to Make a Mistake
- 5 Redefine Productivity

Alignment

6 TO 8

Rewarding what matters, awakening potential, and staying ahead of change rather than reacting to it.

- 6 Reward the Right Behaviour
- 7 Awaken the Potential
- 8 Anticipate Change

Culture

9 TO 12

Authenticity, advocacy, simplicity, and the discipline of constant evolution.

- 9 Make It OK to Be Authentic
- 10 Everybody Is an Ambassador
- 11 Make Doing Business Simple
- 12 Measure Successes and Constantly Evolve

The framework is cumulative. Your lowest scoring outcomes are your constraints, and that is where we start.

FREE QUICK AUDIT

What is your morale score?

Score your business on all twelve outcomes and see where your gap is sitting before you speak to anyone.

Take the free Quick Audit

peopleeconomics.com.au/quick-audit

Not a programme. A measurable system.

PeopleEconomics® is not an HR solution. It is a commercial framework built for owners who think in numbers. Six products, one system, and every outcome shows up on your P&L.

Values & Behaviours

Nine values turned into 27 observable behaviours: Must Have, Good to Great and Leadership.

Fixes values that only live on the wall.

Success Position Descriptions

Outcomes, not tasks. What success looks like in every role, with KPIs you can measure.

Fixes good people who do not know what great looks like.

360 Value Appraisal

How each person lives your values, rated by the people who see the work every day.

Fixes the top performer who breaks your culture and gets away with it.

Performance & Morale Matrix

Every person's impact and morale side by side, from Impact Player to Checked Out.

Fixes the resignation you did not see coming.

Impact Player Program

Builds the habits that turn Contributors into Impact Players.

Fixes a capable leadership team that is not performing as a unit.

Temperature Checks

A quarterly, anonymous pulse on culture, morale and eNPS.

Fixes not knowing how your people really feel.

PLUS CENTRAL STATION

One platform built for the framework, not bolted onto it. Every people metric in one place, tracked over time.

YOUR CHOICE OF DELIVERY

Your team owns execution, or ours does. Either way, you know exactly who is doing the work.

A rhythm, not a one off.

What you measure tells your people what matters. What you tolerate tells them what does not.

1**Set the standard**

Values turned into behaviours, and a Success PD for every role.

2**Measure every six months**

The 360, then Performance & Morale, fed back in one conversation.

3**Take the pulse every quarter**

Temperature Checks, shared back with what leadership will do about them.

4**Act on what you see**

Invest, develop, win back or decide. Evidence, not opinion.

PROOF IN A BUSINESS LIKE YOURS**49% to 73%**

Productivity score, in 12 months

\$2.4M

Economic output recovered, in 12 months

Same size. Same structure. Same problems. That is not a case study. That is a mirror.

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My top performer was one of the lowest scorers in the 360. They used the power of PeopleEconomics® to change their behaviours, and now they are both my top sales performer and my top 360 result. It shows that knowledge, given the right tools, is a superpower.

CEO, REAL ESTATE COMPANY

Give us 45 minutes. Leave with your number.

We start with your number, not ours. Bring your headcount and your wage bill. In one meeting you will see:

- 1 Your productivity gap, in dollars**
Calculated on your own wage bill, not an industry average.
- 2 Where the gap is most likely sitting**
Clarity, accountability, morale or leadership. Usually more than one.
- 3 What your first 90 days would change**
And what closing even part of the gap would be worth to you.

No commitment. If the number does not justify acting, you will know that too.



NOT READY TO MEET? READ THE BOOK.

PeopleEconomics® : Unlocking Human Potential Through the Economics of Belief

Why the biggest line on your P&L runs on belief, and the system that turns it into a return. By Leah Akoka.

Buy on Amazon

Listen on Audible

Are you getting 65 cents or 85 cents on the dollar from your people? If that question makes you uncomfortable, you are the right person to talk to.

Book your meeting with Leah today.

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peopleeconomics.com.au