



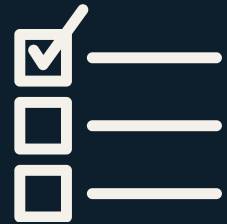
**CLEAR THE
FRICTION**

Practical Business Improvement for Established SMEs

FREE GUIDE

THE FOUR RIGHTS SERIES - 03 OF 04

The Right Way



Why how your business works is either your biggest asset - or your biggest liability.



Includes Find / Focus/ Fix framework + Three Column worksheet

**FREE
DIAGNOSTIC
INSIDE**

clearthefriction.co.uk

"When I inherited a branch sitting 254th out of 260, the temptation was to look at the people. But the more I watched, the more I realised the people weren't the problem. There was no consistent way of doing anything."

RICKY MUDDIMER. FOUNDER. CLEAR THE FRICTION

Getting from 254th to the top 30 in nine months wasn't about replacing the team. It was about building a way of working that didn't depend on who happened to be in the room. That's a Right Way problem — and it's one of the most common sources of friction in an established business.

Right Way isn't a process manual. It's the answer to a simple question: does your business have a consistent, repeatable way of doing the things that matter most — or does it depend on who's doing them?

FIND

What does Right Way friction look like?

- **The same mistakes keep happening.** Different people, different situations — same outcome. That's a method problem, not a people problem.
- **Quality varies by person, not by role.** Your best team member produces great work; others doing the same job don't. Often the difference isn't talent — it's that there's no agreed way of doing it.
- **New people take too long to get up to speed.** If onboarding takes months rather than weeks, the knowledge is living in individuals, not in the business.
- **You're a single point of failure.** If something important only works when you're involved, that's not a leadership win — it's a Right Way gap.
- **Things break when you're not watching.** If the standard changes depending on whether you're in the building, the way of working isn't embedded — it's being enforced. That doesn't scale.

FOCUS

Where to look first

Not everything needs a defined method. The place to start is the process that matters most commercially.

Ask yourself: what's the one workflow that, if it consistently went wrong, would do the most damage — to your revenue, your customers, or your reputation? That's where Right Way friction is most expensive. That's where to focus.

Don't try to fix everything at once. The businesses that get this right start with one critical process, get the method working there, and build from it.

FIX

One thing you can do this week

Pick your most commercially important customer-facing process. Walk it end to end — not how it should work, but how it actually works right now.

Then ask three people who do it to describe it to you.

You'll get three different answers. That gap between what you assumed and what you heard is your Right Way problem, made visible.

The Three-Column Check on the next page will help you map it properly.

What the worksheet won't tell you

The Three-Column Check will show you where the gaps are. What it won't tell you is how those gaps connect across the business, which ones are costing you most, or how to close them without disrupting everything in the process.

That's what a Friction Audit is for. Take the free Online Friction Diagnostic first — it takes around ten minutes and shows you where Right Way sits relative to the other three drivers of friction in your business.

The Three-Column Check

Choose your most commercially important process. Complete every step below — not how it should work, but how it actually works today.

Process you're mapping: _____ Date: _____

WHAT HAPPENS	WHO DECIDES	WHAT BREAKS IF THEY LEAVE?

AFTER YOU'VE COMPLETED THE TABLE, ASK:

- 1 How many steps rely on one person's memory or personal preference?

- 2 Where does the process change depending on who's doing it?

- 3 Which gaps would a customer notice — even if your team wouldn't?
