



# The Strategic Think Tank

## Energizing Human Performance

There is an old Japanese proverb that says, “A Vision without action is just a daydream”. One of the chief reasons for failure of a company vision is the naiveté of many company executives as to what it takes to bring the vision to fruition. Unfortunately, great ideas are not easily transformed into reality.

- What does it take to bring a brilliant idea to fruition?
- Why does new product diversification fail; is it the plan or the execution?
- How does the organization link the new plan to individual employee performance?

Wharton, USC and other major institutions have studied high performing organizations to determine what made them so successful. The companies’ visions were realized through an interwoven process to create organizations brimming with confidence to face its market and competition. The findings showed a consistent correlation between 5 key elements that are part of their process and their stellar financial results. Let’s take a closer look as to how you too can turn your vision into a reality.

### The Architecture For Building Performance – 5 Key Elements

- **Focus** – day-to-day action on things that will produce desired results and an improved ROI.
- **Alignment** – all business units & individuals have a clear line of sight through their own goals to achieve the company goals
- **Innovation** – continuously refine processes to meet the ever changing demands of the marketplace & avoid stagnation
- **Accountability** – address both superior performance and problem performance at all levels...move them up or move them out!
- **Investment in People** – Hire the best and invest in their development. Inspire higher performance.



### Where Do You Start?

Implementation of a high performance culture starts with a realistic look at your company’s strengths and weaknesses...targeting critical areas of revenue, operations, products/services and workforce excellence.

- What do you need to do differently to differentiate your company or find your niche?
- Time to diversify by adding new revenue resources?
- Do you have the leadership talent to deliver your vision?

With this understanding of your current realities, you can design impactful goals. These goals will become your working roadmap for everyone within the company to deliver the company’s vision.

### Communicate, Communicate...and Do It Again!

A plan is only effective if it is well communicated and understood throughout your organization. A common management mistake is to attempt to steer the ship alone not recognizing the immediate payoff by involving others all at levels. The reality is that people will attempt to deliver what the company values and measures *if they understand their role and their contributions are recognized*. Employees of today demand and want more communication from management, not less.

Want help getting started? CMA Consulting can support your efforts to build critical business strategies and leadership required for the growth and long-term survival in today’s business environment. For a free consultation, please email [Info@CMAConsult.net](mailto:Info@CMAConsult.net) or call us at 949-640-4395. Visit our website at [www.CMAConsult.net](http://www.CMAConsult.net). Thanks for reading our newsletter. *Cheryl Paulette and Marcy Kessler*