



When Failure Is *Not* An Option



What's at the end of your Rainbow?



STRATEGIC PUZZLE



STRATEGIC FOCUS

- Identify and Articulate your Vision
- Share the Vision throughout your company
 - Can't hit the target if everyone doesn't know the bulls eye
 - Filters out distractions
 - Unleashes exponential powers

“Nothing great was ever achieved without enthusiasm.”

Emerson

INNOVATION

“A Vision without action is just a Daydream”

Japanese Proverb

1. Build Strategic Roadmap through Goals
 - Reach for opportunities – new revenue streams, diversification, ways to differentiate your company
 - Address strengths and weakness – employee skill sets, operations, marketing
2. Create a Innovative Culture
 - Lead by example
 - Share lessons learned from mistakes
 - Keep criticism of others private

ALIGNMENT

- People become disengaged if they can't identify how they add value
 - *81% of employees believe their daily work is not linked to a strategic goal*
- Today's employees want more communication from management, not less
- Employees are asked to do more with less; Alignment helps them focus on priorities

CASCADING GOALS

Aligning Goals to Create 'Line of Sight'



INVEST IN PEOPLE

Employees will deliver the desired results if you have:

1. The Right Employees with the Correct Skills (Ability) and the Commitment (Desire)
2. A Learning Environment
 - 70% on the job
 - 20% mentoring/coaching
 - 10% formal classroom training

ACCOUNTABILITY

- Continuous Evaluation of Both Company and Individual Performance:
 - Allows for Needed Adjustments/ Quick Fixes/ No Surprises
 - Unresolved Issues *will* have a Rippling Effect to the Bottom Line
 - Employees Deserve Honest Feedback:
 - Provides a chance to Improve
 - Builds Trust

SUMMARY

What Changes Do You Want to Make?

