

5

HIGHLY EFFECTIVE ORGANIZATIONAL PRACTICES

The principles of proactivity, execution, productivity, and trust underlie every truly great organization. These five practices leverage those principles and are foundational to sustainable success in any industry.

FIND THE ORGANIZATION'S VOICE

Highly effective organizations find the voice of the organization, connect people and align systems. They don't just merely create and post a mission statement on the wall.



DEVELOP & EXECUTE STRATEGY

Developing a great strategy is important, but insufficient. Effective organizations must execute strategy with excellence.

UNLEASH & ENGAGE PEOPLE

Drop the "Do more with less," mantra. Focus on unleashing and engaging people to do infinitely more than you imagined that they could.



BECOME THE TRUSTED PROVIDER

Effective organizations work to be more than the provider of choice. They want to be the most trusted provider in their industry.

DRIVE CUSTOMER LOYALTY

Satisfying customers is not enough. These organizations work to create fervent loyalty with customers.

