Jeff's Top Ten

Actions every company should implement – immediately!

#1. Define and disseminate a clear vision

Visioning

- Is work! And takes time
- Visions are used as a guide daily
- Sets the focus for all investment

#2. Who is your ideal customer?

Define your ideal customer

- Where are they?

- What do they buy?

- How do they behave?

- Create a customer "match" vs "Sales" matrix (we like them versus how much do we profit)

#3. Have a WRITTEN Strategic Plan

Plans should include

- Both long term (e.g. 5-year) and annual
- Marketing plan is critical
- Measuring performance monthly against plan
- Adapt, adopt, but stay on target

#4. Priority One

What is everyone's #1 priority

- Every person should have a single dominant priority
- Every critical activity should have a single responsible individual
- Develop a priority matrix!!!!!!
- The more important the priority to the company the higher it rests in the organization

#5. Clear Organizational Chart

Clear Charts Show

- Who reports to Whom
- Do one by Position first – then add names
- Post for everyone to see!

#6. Implement formal meeting processes!

Good Meetings MUST have:

- Ground Rules
- Agenda
- End results
- Times
- Process
- Champion
- Action-Decision Registers

#7. Create a Decision Matrix

Decision Matrix

- List all key decisions
- List all decision makers
- Agree on who:
  - Decides
  - Has input
  - Is Just informed
  - Other?

#8. R & R

Read & Reach Out

- Public Domain has GREAT literature
  - Good to Great
  - World is Flat
  - The Goal
  - Ender's Game
- There are lots of supporting organizations

#9. Adopt a common language around human relationships

Personality Typing

- Meyers-Briggs
- Four-Fold Way
- Personal Evaluation Processes

#10. Adopt a Manufacturing Improvement process

Improvement Processes

- LEAN

- Theory of Constraints

- Mobius Model

- Total Quality Management

- Analytical Systems