



Strategies That Work

- ❖ Create a 3-to-5 year vision/strategic plan and a 5-to-10 year outlook plan.
- ❖ Grow recurring revenues to offset 75% or more of corporate overhead.
- ❖ Create and implement a robust talent management plan.
- ❖ Create and implement an aggressive, “differentiating” branding and marketing plan.
- ❖ Build the balance sheet with adequate rainy-day funds.
- ❖ Streamline business practices and reduce/eliminate redundancies.
- ❖ Upgrade and integrate interactive technology throughout the organization and within all business practices.
- ❖ Identify and lock-in next generation (High Potential) stars.
- ❖ Create sustainable governance and have designated No. 2s for all mission-critical positions.
- ❖ Eliminate all non-core, non-essential services, products and/or assets.
- ❖ Secure sufficient capital for growth and future opportunities.
- ❖ Grow customer share and wallet share.
- ❖ Create a sense of urgency with accountability throughout the organization.
- ❖ Instill and govern by a set of Key Values and Principles.
- ❖ Create a workplace environment that encourages innovation and collaboration.
- ❖ Create a more contemporary/engaging organizational structure.
- ❖ Remove those who do not embrace your Key Values or culture.
- ❖ Strengthen and enhance customer service and relationships.
- ❖ Make quality and service behaviors, not policies.
- ❖ Celebrate success...collaborate...listen...and never tolerate “exceptions.”
- ❖ Do different things...not do the same things differently.
- ❖ Have fun.