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SMALL WORLD
ALLIANCE

Anti-Consultants. Pro-Results.™

Formula for Business Success: Follow and Improve

Everyone seems to be "getting back to basics" - and, for one, I'm glad. As long as the basics include a sophisticated look at long-term success.

To that end, I've been pondering how to simplify a formula for success without getting too simplistic. So far, here's what I've come up with:

Follow your heart (your passion) +
Follow your customer (their passion) +
Improve your skills (your product/services) +
Improve your relationships (engagement with employees/customers)

To me, based on what I've experienced/seen at world-class organizations all over the world, the overlap of all those things seems to equal "Success". Interesting how best-in-class companies lead by following - and are the best because they constantly get better. Pretty simple.

Maybe if leaders would take time to really get clear on these issues, they could take action in a way that paid off with growth and profits. Having this kind of a discussion with your team and your customers will likely reveal some pretty valuable insights.

Just a thought when pondering your own success.