



Getting Extraordinary with Ordinary

I'm not much into formulas. I'm not a number-crunching/stats kinda guy - over and beyond the bottom line "what are the results?" type. However, after many years of talking with other leaders about what it takes to get superior results, most are stunned to hear what I have found while working with dozens of Fortune 500 companies:

Ordinary tactics + discipline = Extraordinary results.

Let me explain:

Have you noticed that when you read about what world-class companies say they do to achieve amazing outcomes, you (like most professionals) think "well, that's obvious" or "that makes sense"? Most of what these outstanding businesses do is *not* super-secret, mysterious proprietary strategies or tools. They follow a path to success that has been followed by *many* other consistently successful companies before them. They have leaders that are role models. They engage their employees in working together effectively and in creating innovative solutions. They exceed the expectations of their external customers by attending to the details that they care most about throughout their entire experience. They focus on low/no cost investments that make good business sense for the long-term.

Then why isn't *everyone* getting world-class results as well? They don't (sufficiently) focus on the "ordinary" discipline of consistent implementation. They fail to be consistent/fair in their accountability of behaviors. They don't take the risk of being courageous enough to be transparent in how they face the truth/reality of their individual and team performance. *Ordinary "do the right things" effort has, unfortunately, become uncommon.*

It's *easier* to talk the talk than to walk the walk. It's *easier* to write a bonus check than to have a thoughtful token of appreciation. It's *easier* to entertain the idea of success rather than experience the sacrifice required to achieve it.

There's nothing extraordinary about proven strategies - we *know* what to do. If we're not getting the results, it's because *we simply fail to:*

- take a cold, unblinking look at ourselves
- take the time to identify root causes and the natural consequences
- invest in building healthy, long-term working relationships
- won't consistently make the constantly-required behaviors that lead to the results we desire

Those who want the easy way out always balk at this truth. It's not sexy or "business as usual". But it *is* simple - and what has been proven to work. Just look at those renowned organizations who are experiencing consistent success. What works - *works!*

So if you want *extraordinary* results, simply look to *proven* (ordinary) tactics and the tried and true (ordinary) discipline of implementing those tactics. If you need help, go out and get it, but *no one* achieves real success until they bridge this *gap*. NO one.

So, you want to be a SOMEone, or a NO one?

Think about it. But more importantly, do something about it...today!