



Former Disney Leaders * Transformation Experts * Trusted Business Advisors

SMALL WORLD
ALLIANCE

Anti-Consultants. Pro-Results.™

Important Or Imperative?

Ultimately, running/growing a business is all about making decisions. I believe the real problems are created because people fail to adequately prioritize.

Nearly all companies have espoused Standards or Values. The problem occurs when a decision needs to be made, the team reviews the Standards - which are all of equal importance - and begin the ever-familiar process of arguing which is the best route to take to solve the problem.

At issue is having numerous important Standards actually gets in the way of effectively and efficiently resolving the situation. When all the Standards are equally important, then the entire operation can come to a standstill - only becoming "unstuck" when someone has superior political weight (authoritative position or influence) to push a decision through the process.

This could all be avoided if the Standards were prioritized. If every company created a "forced choice" of their Standards/operational guidelines and ranked them according to what was the most important (then second most important, etc.) from the CUSTOMERS' perspective, you could actually use it as a tool. Once identified, they only need to be defined, communicated to everyone in the company, and reinforced/measured (accountability).

Once this is done, I've seen numerous companies see immediate improvement on, not only the decisions that teams were making, but also the alignment of employees' behaviors with the corporate culture. When the building blocks of the business are organized, there is less agonizing in the operation.