

Moving Ideas to Action

By Mark Frasco

“Action is the foundational key to all success.”

- Pablo Picasso

We've all done it – we ask accounting to gather the past three year's numbers; our sales and marketing folks pull information on their best prospects; and we bring our leadership team together for a strategic retreat. We review the data, discuss possibilities and build a consensus on our most decisive opportunities.

It sounds good, but then why do many of us hold disdain for the strategic planning process? Why do we almost always exit the retreat with such enthusiasm only to be disappointed at next year's retreat because so little of what we agreed upon was actually accomplished?

Over the past thirty years, our staff at VistaGroup have been involved in over fifty strategic planning initiatives as participants or facilitators. **Headline:** most strategic plans rarely become more than plans. What is missed in most strategic planning processes is an implementation or execution structure and process – both physical and human. After all, the plan isn't the goal, strategic change is the goal.

Change doesn't happen without some resistance and without regular, transparent communication of progress and results. These challenges are often too much for business systems to overcome. It doesn't take long for the system to devalue what is possible

for what is real - today's threats and opportunities. Unfortunately, not establishing an execution structure and process is a recipe for business mediocrity and complacency.

Before piecing together a strategic plan, consider how you're going to *move ideas to action*:

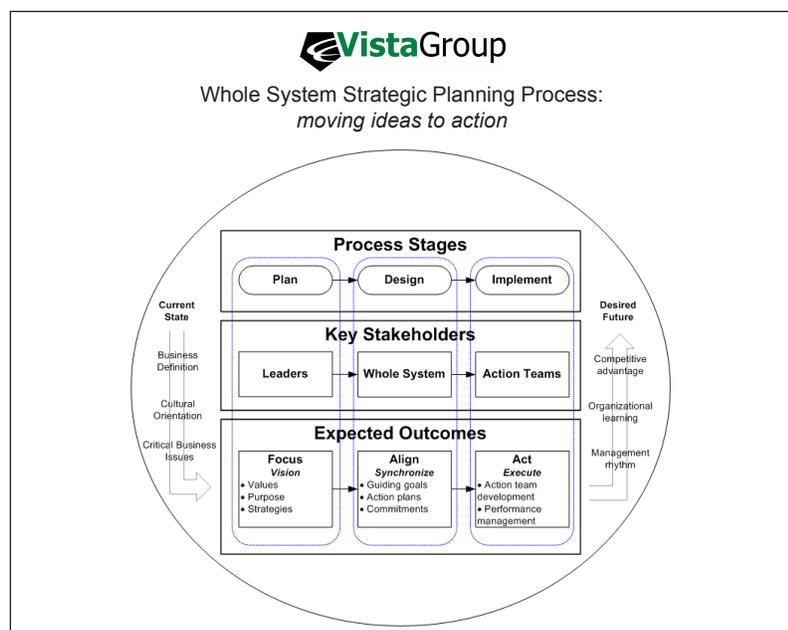
1. **Focus** – at the leadership level, determine the core drivers of success in the business model and identify the most decisive opportunities that can shift the mindset about success. What is most important?
2. **Align** - build consensus on how the organization will install meaningful, sustainable change. With due respect to Winston Churchill, “the only



thing worse than building consensus is not having one.” Is the team on board?

3. **Act** – install the structure and processes that will promote transparency and monitor progress inside a performance system. How is the plan to be implemented and how will progress be made?

Mark Frasco President of VistaGroup, specializes in performance management.



VistaView

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Book Pick of the Month

Mastering the Rockefeller Habits

by Verne Harnish

We make jokes about meetings to plan meetings and having meetings about meetings, but if done properly, they are at the core of managing performance of our organizations.



Verne Harnish identifies the important principles of leadership and management that John D. Rockefeller used to build his empire. Rockefeller's three underlying habits:

1. **Set priorities** – Be sure your organization, departments and people have top 5 priorities for the year, month, week and day.

2. **Collect data** – Be sure your organization has sufficient data to provide insight into how the organization is performing against priorities.

3. **Establish a meeting rhythm** – Plan and facilitate well run, regular meetings that promote transparency, accountability and alignment with priorities.



VistaGroup is dedicated to helping organizations produce improved business results. We do this by building system-wide focus and alignment, which instills the confidence and commitment to take action. If organizational performance or the pace of organizational improvement is a concern, VistaGroup can help.

VistaGroup is committed to helping organizations align people and processes with the intent of building competitive advantage. Let us help you begin today - *moving ideas to action.*

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Save the Date!

“Moving Ideas to Action” Webinar

Facilitated by:

Mark Frasco
President

&

Darlene Chambers, Ph.D.
Vice President

on

Wednesday, April 22nd
from Noon - 1:00pm
eastern



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