

## Core Strength: Leveraging Sustainability

By Darlene Chambers, Ph.D.

Many parallels can be drawn when comparing the use of strategic planning in business with a choice of a particular exercise plan to get fit. Both systems can give the illusion that strength is easily attained simply by focusing on a few core initiatives.

Still, fitness or business success eludes most as they struggle to remain either interested in or dedicated to a specific workout or a strategic direction. For many, the execution of a well intentioned plan becomes painful and boring drudgery. A host of factors including bad habits, low motivation, inertia, and resistance to change routinely get in the way of sustained performance.

The exercise regimes and strategic initiatives fail for another reason. They are based on isolating muscles or strategies and working each area individually rather than treating the body or business as the combined whole it is. By integrating the body, mind and soul of business, as well as the human physique, one can achieve effectiveness, efficiency, and balance. It is in the discipline of focusing on what is done well with concentration, control, and precision that supports the flow of success and leverages the sustainability through change and resistance.

Exercise and strategic execution are processes that demand a great deal of attention, commitment, and ownership to be successful. In the



development of core strength, taking the time to understand the “essence” of each movement or strategic initiative, integrating the resources, and aligning the capabilities will create the sustained results you are looking for.

### Key Elements to Mastering Core Strength:

#### The Powerhouse:

Think strength and capabilities. Focus on the core power of the organization and build the capabilities necessary to achieve the goals and ultimately the intended vision.

#### Integrated Isolation:

Strategic execution cannot be successful without consideration of interdependence across business units and the design of processes needed for knowledge transfer, coordination, and information

sharing. It is learning to rethink the point of focus so that the entire business is working simultaneously to maintain balance. Even if certain units are not in motion, they are performing stabilization.

#### Flow:

While business movement will require strength and concentration, there also should be a natural flow and rhythm to core strategies and action plans that allow sustainability of the resources for the long term.

*Darlene Chambers, Ph.D. Vice President of VistaGroup, specializes in performance management.*

“The undertaking of new action brings new strength”

- Evenius

## Core Strength

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### *Save the Date!*

“High Performance  
Organizational Model”  
Webinar

Facilitated by:

Mark Frasco  
President  
&

Darlene Chambers, Ph.D.  
Vice President

on  
Wednesday, July 8th  
from Noon - 1:00pm  
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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.*



## Book Pick of the Month

The New Strategic Thinking Pure and Simple  
By Michel Robert

Strategy work is more difficult than strategy making. In this anticipated follow up to his best sellers, Strategy Pure and Simple I and II, Michel Robert unveils the positive power of understanding what creates strategic strength rather than what causes failure.

The author features detailed case studies of leading companies that utilize his deliberate methodology for not only planning but implementing core strategies through:

1. Assembling a strategic team
2. Identifying the DNA of strategy or driving force
3. Determining the integrated focus
4. Launching the initiative company-wide