



# The Advisor

Organizational Effectiveness News & Trends

March 2010

## 2011 Coming: Ten Months to Results!



Do you know someone who could benefit from our services & expertise?

**Email Jeff**

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ClearPath Alliance is a GPS for executives navigating change. We enable leaders to accelerate strategic initiatives for superior results.

**Jeff,**

Two months down, ten to go - 2011 is coming! So, how will you achieve success this year? Hopefully with urgency, focus, and alignment. Often, we would like more time, budget, and headcount to get our work done. And, outside of a brilliant business case for additional resources, we must "work with what we've got". Read on to learn a powerful 4-step method that can help you prioritize, while doing more with what you have, for great results.

Forward to a Friend

## 2011 Coming: Ten Months to Results!

### Outside-In: What's Coming for 2010?

After interviewing our clients, and reviewing reports from chief economists and business publications, we believe it will be critical to pay attention to the following five trends:

- Continued moderately tight capital markets (credit lines)
- Increased government oversight & regulatory compliance
- Increased use of adjunct & contingent labor
- Increased importance of formal retention efforts
- Continued short-term focus & mind-set

### Inside-Out: What's Concerning You in 2010?

This year, it will be especially important to manage corporate resources if in-year gains in earnings, growth, and market-share are to be achieved. Add to that, the challenge of retaining key clients and top talent in a dynamic marketplace. Leaders are telling us their immediate concerns via comments like:

- "My organization does not have capacity for new initiatives"
- "My budget cannot afford all the changes I want to make"
- "I do not have the right, or enough, skilled talent"

We facilitate dialogue that sparks new thinking, defines the real work to be done, and leads to decisions about what to do differently.

- "I cannot proceed without approval from my CEO/Board"
- "It is difficult to focus - we have so much to get done now!"

#### **4-Steps to Better Results:**

There are numerous criteria to prioritize - urgent versus important, customer impact versus cost, and so on. So which is best given the dynamics of 2010 outlined above? Our work with clients suggests a powerful "B-4 Prioritization Methodology" that can help you prioritize your key initiatives, manage your capacity, and make the best choices for your organization, your business, and you:

1. **Business Critical** (Keep the Lights On) - Failure to attend to this will shut down your business (e.g., legal requirements, technology infrastructure)
2. **Business at Risk** (Foundational) - Failure to attend to this will result in gradual business deterioration and eventual shutdown (e.g., attracting top talent, team effectiveness)
3. **Business Advantage** (Break-Through) - Failure to attend to this results in a loss in market position and eventual stagnancy or shutdown (e.g., product/service offerings)
4. **Business Improvement** (Productivity) - Failure to attend to this results in decreases in profitability, quality, and cycle-time (e.g., organization structure, resource allocation)

#### **A Success Story:**

ClearPath Alliance worked with the CEO and executive team of an East Coast technology company in helping them create a 2010 strategy. They wanted to address their products, operations, and scale their business. Team members had plenty of ideas from their own vantage point - yet, with limited resources, the CEO wanted focus, alignment, and collaboration on just a handful of stretch goals.

Via a team health-check, they recognized their strengths included a drive to succeed, creativity, and a bias for action. Alternatively, opportunity areas included follow-through, accountability, and how they made decisions. Key issues included too many directions, meetings, and silo behavior - resulting in slow delivery of new products and inter-department friction. They wanted to work more as "one" company. Using the B-4 Prioritization Methodology "before" they acted, enabled them to unite around shared goals, make informed decisions, and close critical gaps, including:

- *Business Critical:* building a product roadmap & updating clients/associates/investors
- *Business at Risk:* identifying top 10 clients, revenue contribution, & requested resources
- *Business Advantage:* launching a renewed focus on branding, PR, & industry relationships

- *Business Improvement*: enhancing employee product knowledge & internal communications

**Summary:**

Whether it is action planning to address "silo'd behavior", workforce planning and talent retention, leadership development, or scenario planning - prioritization works. It facilitates making tough, informed decisions that enable us to work smarter, not harder. Start today!

**Actions to Take Now!**

**ClearPath Alliance** has worked with numerous leadership teams in helping them clarify and prioritize their work -- resulting in better outcomes, collaboration, and use of resources.

If you're thinking your organization would benefit from short-term solutions and/or proactive planning we can help. **A conversation or meeting is free** - and may be the next step you need to move forward in achieving your 2010 goals. Contact us today, call Jeff Freedman at 858-292-5361 for a consultation.

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**Free Business Self-Assessment Survey**

The "Organizational Survey" is quick and effective way to determine the health of your business. Click on the link below to download a free survey and conduct your own confidential self-assessment.

[Organizational Survey](#)