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Leading Business Growth

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In our Mar 06 Article – Growing the Business - alternatives for growth were springing up in a haphazard manner. Clearly there was a decided lack of focus.

A number of months have passed, during which the senior group has made a strategic decision - where to grow the business. Their concern now is implementation.

Let's tune in on a conversation between the President, who is new in this role and the V.P. Finance. The V.P. has had considerable experience leading civic initiatives and not-for-profits, and says:

“Leadership begins by engaging and energizing people. I believe our freshly minted vision, communicated in a meaningful and urgent manner will energize.” She continues: *“Ultimately each of us must discover how the vision can be translated into our day-to-day responsibilities and key inter-relationships. It will take time and patience...and focus!”*

The President responds - somewhat in jest: “It would be so much easier if we simply told everyone exactly what we wanted them to do.”

“Yes,” the V.P. says agreeably and quickly adds, “granting authority is important, but in most situations playing the ‘authority card’ restricts performance. It results in merely gaining compliance. To succeed in diversifying this business, we require company-wide commitment.”

We recommend the President listen carefully to the V.P. We find that wide spread understanding of why change is necessary and an emotional commitment to act are absolute necessities. These two conditions drive the development of organization capabilities vital to successful growth.

Next month, we'll look at company scorecards and specifically the drivers of performance.