

# **ESCALATE TO EXCELLENCE**

- **MOVING TO A WHOLE NEW LEVEL...TOGETHER!**
  - **Finding the Future**
  - **Breakthrough Thinking**

# New Conceptual Frameworks

## A sampling



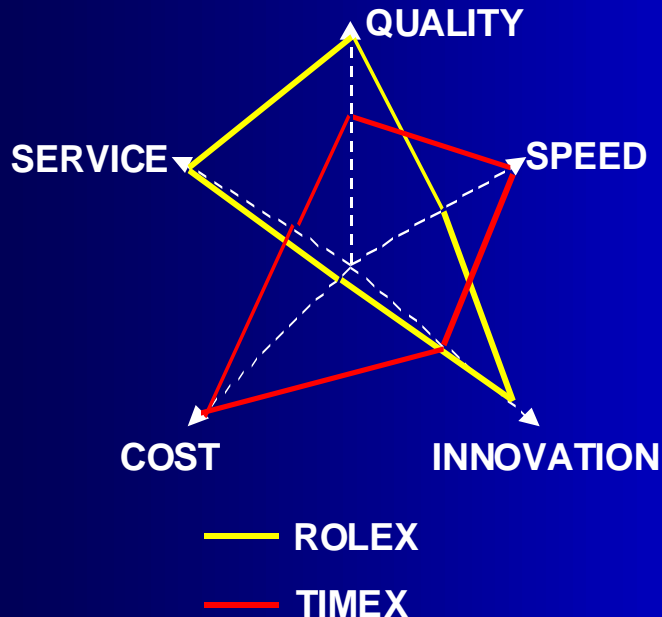
- Shape-Shifting
- Value
- Marketing & Branding
- Partnerships
- Others?

# Principles of Shape-Shifting

## The best value wins...but...

- Value:
  - Quality
  - Service
  - Speed
  - Cost
  - Innovation
  
  - Overall “Shape of Value”
- Company:
  - Purpose
  - Structure
  - Processes
  - Culture
  - Relationships
  
  - Overall “Shape of Business”

## \*Examples--Rolex & Timex\*



- Use big definitions
- Even lack of total agreement is OK.
- Use weighting to make it really right.
- Then consider how it shifts as conditions change...

# The Five Smartest Things to Know about Marketing

- You must have a plan.
  - » No plan = no focus
- Get close to your customers.
  - » Listen and respond. *“John Smith’s eyes”*
- Do your homework.
  - » Luck is preparedness meeting opportunity
- Remember relationships.
  - » People make everything happen.
- Use the speed and reach of technology.
  - » There is no “there”, there is only “here”, and we are all “here”.

# The Six Smartest Things to Know about Partnerships

- No one is good enough to succeed alone.
- Whoever chooses the best partners wins.
- Trust is a must--and a two-way street.
- There has to be enough in it for both partners.
- No support from the top means “no deal”.
- Power is poison to partnerships!



# WHAT WILL YOU DO?

- *“If you don’t go where you don’t go, you won’t know what you don’t know!”*
  - Steve Goubeaux
- *“You have to kiss a few frogs to find a prince.”*
  - Bill Kahl
- **Are you...Protecting the Past, Perfecting the Present, or Finding the Future?**

# Resistance to Change

## Recognize the Levels

\_\_Level 1—Lack of Information

\_\_“I DON’T GET IT!”

– (Explanation--Facts)

\_\_Level 2—Fear of Consequences

\_\_“I DON’T LIKE IT!”

– (Empathy--Embrace)

\_\_Level 3—Entrenched Resistance

\_\_“I DON’T LIKE YOU!”

– (Committed perseverance & patience)

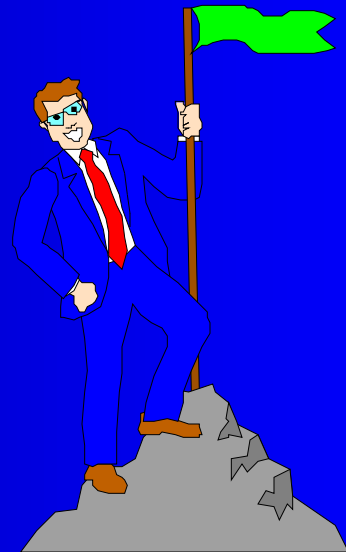
## Beyond “Best Practices”

- Best you’ve ever experienced--name it
- Best you’ve ever seen--describe it
- Best you can imagine--define it
- Best you could ever do--action plan
- Beyond--to a whole new level
- Imagine it and “wish out loud”

# Interactive Exercise

- Breakthrough Thinking

- BREAK



- **“If you can dream it, and you can believe it, you can achieve it!”**

# Beyond the Best

- Best you've ever experienced--name it

- \_\_\_\_\_

- Best you've ever seen--describe it

- \_\_\_\_\_

- Best you can imagine--define it

- \_\_\_\_\_

- Best you could ever do--action plan

- \_\_\_\_\_

- Beyond--to a whole new level

- \_\_\_\_\_

- Imagine it and "wish out loud" for more!

---

---

---