



ARE YOU READY? To Turn Potential into Performance and Performance into Profit

By Jeri Quinn



We help organizations align your systems in order to get a competitive edge:

- Organizations have a strategy, which is where you're going and how you're going to get there.
- Your structure is designed to support the strategy. A visual picture of structure would be the organization chart. Peter Drucker says, "Structure follows strategy." Most organizations don't follow that model. You reorganize when trouble hits or you are faced with something unexpected.
- Do the processes support the strategy? Look at the way the workflows: how much time to put out a product, waste measurement, etc. If the strategy is low cost, quick turnaround, but the processes don't support it, you're processes are dead.



- Next look at the rewards and recognition systems. Do they support the strategy? For example, if the strategy is team based but you're only rewarding individuals, the team is dead.
- Moving on to people. Do they have the attitudes, skills, and knowledge to implement the strategy? Does the organization have the right people in the right places, doing the right things for the right reasons? Are they aligned with the strategy? Do they even know it?
- All of this feeds the heart of business: customer loyalty and results. If all that is being measured is business results, how does that strategy support creating loyal customers?
- Surrounding that whole piece is leadership. You hold the whole thing together. And we're not talking managers here. Managers do things right; Leadership determines what are the right things to do.

Which points are out of alignment or missing in your organization? We help you figure that out. Our goal is to come through any door in your organization and we want to go in every room to help you achieve improved alignment leading to better business results.

About the Author



Jeri Quinn at Driving IR helps leaders of small and medium sized businesses who want to grow their companies. Her specialty area is creating cultures where employees show initiative and take ownership of their work. Results include engaged employees, loyal customers/clients, lots of referrals, huge profit increases, more enjoyment and a sellable asset. What makes Jeri unique is her thirty five years experience starting, growing and selling businesses, 25 years at the helm of her own companies. You can obtain a Referral Success Kit with lots of ideas to reduce your client acquisition costs and grow your referral engine by going to her website.

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