

Building FAD into Your Business: Discipline

Successful companies build FAD (Focus, Alignment, Discipline) into their businesses. Another article explains the derivation of FAD. In this article we will discuss Discipline in greater detail.

Discipline: Discipline. Staying the course. Keeping on track. Perseverance. How often do we establish great strategies and goals only to become 'distracted' with other opportunities, customer emergencies, or side projects? Discipline in keeping focused and aligned has proven to improve ones ability to execute. Companies must be disciplined to not dramatically change strategies throughout the year or identify 'another' great opportunity and abandon the one you developed earlier. If you defined five great strategies to grow the business, do not constantly change them. You undoubtedly will not complete many of them and your ability to execute will decrease.

Unfortunately, the person behind driving discipline through the organization is usually the President or CEO, who as the entrepreneur, has typically the more creative, imaginative or right brained profile which does not conduce itself to discipline. For organizations with this characteristic, someone with strong operations experience is needed to keep the company focused and drive the strategies home. Is your company challenged with discipline? Do you have the initiative of the quarter or year which really is really never institutionalized? What, or who, is driving this challenge?

Improving a company's ability to execute is not simple but it does come down to some research proven and fundamental behaviors. The entire company needs to be focused on a select set of core objectives, the leadership team and resources need to be aligned to these goals and there must be discipline within the organization to stay the course. One great way to measure your ability to execute is to identify what percent of the initiatives you started last year were actually completed. Your 'business efficiency' is somewhat connected to this number.

To see the detailed articles on Focus and Alignment, please see the list of articles on our website.

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