

Building FAD in Your Business

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Do you know how to juggle? Can you juggle three objects? Five? How about with a partner? And what does this have to do with execution?

Juggling itself is not a very complex activity, until you start juggling more objects or attempt to juggle with a partner! It does however, provide a good example of how you can improve your company's ability to execute.

Your business is somewhat of a juggling act, the more balls, pins, hats, fire sticks, and people you try to add, the more complex it gets. The more initiatives, projects, people, and customers you add to your business the more complex it becomes. So how do you improve your ability to execute your business strategies or initiatives as the business itself becomes more complex?

Through our research on successful growing companies and years of experience improving company's abilities to execute, we've learned that successful companies have a greater ability to execute their strategies and initiatives due to three basis practices: They have greater **focus**, **alignment** and **discipline (FAD)** than their counterparts.

Focus: the ability to prioritize and narrow the list of projects or opportunities which will provide improved value for the business. Businesses with greater focus, be it projects, customers, products, markets etc. are more successful

Alignment: the ability to obtain agreement and consensus from a team specifically on what the team will do and act.

Discipline: keeping focused and aligned on the goals or priorities

These characteristics of successful companies are described in greater detail in their own articles. Please see each respective article.

Growth Strategy Partners LLC accelerates the revenue and profit growth and performance of small and mid size businesses by implementing its research based 7 Keys to Growth.

To learn more visit www.GrowthStrategyPartners.com or call Chris DiCenso at 781.837.3276