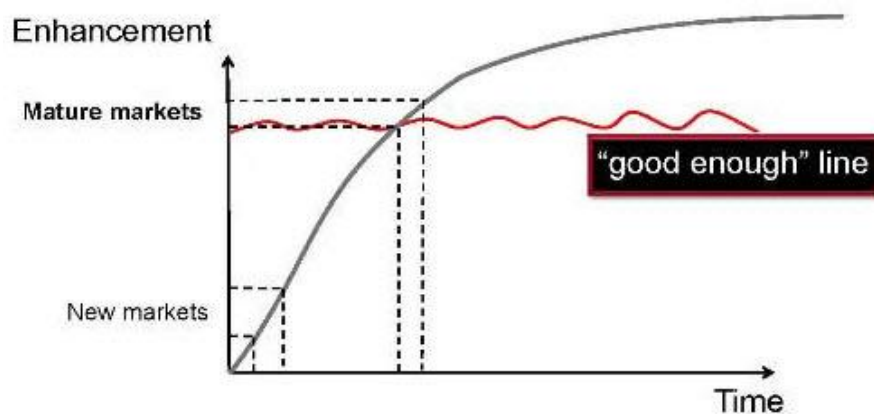


DON'T SETTLE FOR GOOD ENOUGH

We may be heading out of the recession, but we are certainly not out of the turbulence. And since we'll be unable to predict when and where things are going, we'll have to get really good at adapting, and adapting quickly.

A big question is “how do we break away from the ‘sea of sameness’ and excel under a new and ever changing set of conditions? How do we create distance between ourselves and our competitors?” One of the challenges we confront is that it has become harder and harder to differentiate. When that happens, we encounter something called the “Good Enough Line.”




If you've read Jim Collins' business best seller, “Good to Great: Why Some Companies Make the Leap... and Others Don't,” you may recall the opening sentence: “Good is the Enemy of Great.”

Far too often “Good” closes the door on “Great.” “Good enough” becomes just that, and incremental value gets hard to sell. Why is it so easy to settle for good? Is there an innate human tendency to be satisfied with mediocrity? According to Thomas J. Watson of IBM, “Whenever an individual or a business decides that success has been attained, progress stops.”

So how do we break through the “Good Enough Line” in our business functions?

After examining the practices of eleven publicly traded companies that made a transformation from good performance to at least fifteen years of substantially outperforming the market, Collins found





their common denominator. Before achieving greatness, the management teams at these companies all asked themselves the same two questions:

- Where can we be the best?
- What are we doing now where we will never be the best?

These businesses exemplify the theory that greatness is not a function of circumstance; it is largely a matter of conscious choice and discipline. You are probably already thinking that you need to take your organization to the next level, make the most of your strengths, and focus on where you can be best.

In order to do this and to push your company beyond the “good enough” line you need to start by asking yourself the questions above and clarifying the vision for your organization. Once you have clarity about where you want to go and where your company can be #1, you must communicate with every individual in your organization so that they clearly understand their role in achieving the vision. This clarity drives alignment, instills a sense of personal accountability, and promotes the independent thought and agility necessary to deliver transformational results in the face of obstacles. It requires outstanding leadership, high performance teamwork, and flawless execution.

During the past few years many organizations have been careful to *not “sink the boat,”* but the focus moving forward must be on *not missing the boat.* So figure out where your potential for greatness lies and how to achieve it, but whatever you do, don’t just settle for good enough.

At McKinney Rogers we help our clients to define their vision for greatness and to achieve it through highly effective execution despite changing environments. We’ll be in touch soon to discuss how we can help you to achieve your business goals.

