
Success-ions Overview

Every organization that I have worked for, in, or with over the last three decades has had a common... they wanted to be more successful. At some level they wanted to realize improved results financially, in management, in customer loyalty, or growth... or in all four categories at the same time! Each may have measured success in their own unique way, but the underlying drive for something (or some place) better was always there.



It remains so today. All around the world, organizations wrestle with achieving success on their own terms. Certainly, we are at no loss for information. Anyone can find a plethora of data and knowledge in countless research papers, books, seminars, and the like. So why is it that so many organizations continue to struggle to put it all together and live it out true success on a daily basis?

First, we need to get together on defining the term 'success'. Uniquely, while a common aspiration, (it's what EVERYONE wants) success means something different to every organization. Taken one step further... it also means something different to EVERY INDIVIDUAL IN EVERY ORGANIZATION... kind of scary when you stop and think about it. Is it any wonder that most organizations struggle with getting everyone on the same page? Further, if your people are not on the same page, what are the chances they are all pulling in the same direction? For that matter, what are the chances they are even pulling on the same rope? YIKES!

Given this disparity, our definition of success needs to be general enough to be applicable to every organization, yet speak specifically to each individual. Consider adopting this as your definition for success:



“The continuous achievement of our own pre-determined goals, stabilized by balance, and purified by belief.”

What do you think... does that sound like a definition that you can feel good about and apply to your situation?

Great!

Over the years we have discovered seven critical elements required to achieve success in the context of this definition... we call them “Success-ions.” Each month we’ll explore an individual Success-ion in detail, helping tie their structure and sequence together in a way that is meaningful for you.

THE SEVEN SUCCESS-IONS

Vision – Crystallizing the future state... creating a “Point of Light” that captures the imagination, inspires, and defines value-based boundaries.

Mission – Desired results that, when achieved over the next 12-18 months measurably move the organization towards accomplishment of the Vision

Communication – Energizing people to work and think together

Education – Developing the attitudes, knowledge, and skills necessary to support the direction and desired results

Liberation – Creating an environment that encourages and supports continuous improvement and innovative thinking

Actualization – Day to day implementation at every level by every individual

Celebration – Appropriate recognition of accomplishments and achievements

Look for future articles that uncover the secrets of each Success-ion!

