

# Achieving Results

A Black Diamond Associates Publication

September 2006

## Going For Excellence

**W**hen you have your own act together and get along well with others, you're ready to reach for excellence.

From our earliest days, we are taught that excellence is snazzy, glossy, and bigger than life. It's that three seconds of glory, not the constant training workouts. But that's just false. Most people think excellence in business is sitting at a big desk and making power decisions, but true excellence is really the years beforehand making little and big right decisions and learning from mistakes when things go wrong.

No one can excel in everything. In fact, excellence in any one little thing is hard enough. And don't forget: it's easy to become selfish when you go for the gold. The graveyards of the world are loaded with people who lost it all at the same time they thought they were winning it all.

Know what motivates you and prove to yourself that this motivation is honest and worthwhile. Stay focused.

Keep dreaming, but don't daydream: Look at success firsthand so that you know how it works and what it costs to achieve.

One way to maintain your motivation is to not allow people's opinions about you sidetrack you. Just be yourself, and you'll be much happier.

Inside yourself, have a clear understanding of where you want to go and confidence in your ability to get there to challenge what people say about you.

Challenge the praise as well as the criticism. You have to listen to what your boss says about you. You also have to listen to what your husband or wife may say about you. Same goes for your father or mother, your biggest customer or your biggest contributor. But don't over-listen. Listen with balance.

The boss may pat you on the back because you deserve it. Or, the boss may pat you on the back because he's in a good mood. Your wife may tell you that you are lacking as a father, when it just could be that she's still sore about little Timmy spooning honey into the CD player while you were golfing.

Success: It's not the neon lights and the publicity. More often, it's the small steps to make you stronger and to keep you well, measured against simple goals.

*Dave Thomas is the founder and CEO of Wendy's International*



**Black Diamond**  
A s s o c i a t e s

**O**ur goal is to help you achieve significant long-term results and to successfully address current needs.

We accomplish this by developing a partnership with you in which you clearly identify the results desired and the obstacles that are preventing you from achieving those results. Black Diamond Associates helps you discover the way to unlock the door to success and achieve the things that are most important to you.

Black Diamond Associates helps you discover the way to address your challenges and to achieve results. Through proven processes, we work with organizations to:

- Develop strategic plans
- Create alignment between behavior and strategic objectives
- Produce positive, measurable behavior change in leaders, managers, and supervisors
- Accelerate sales to exceed quotas, shorten sales cycles and improve closing ratios
- Increase customer satisfaction and reduce customer problems
- Improve productivity by eliminating waste
- Turn ideas into focused action that get results

In short, we help you achieve improved results!

**Black Diamond Associates, LLC**  
809 E. Bloomingdale Ave. #402  
Brandon, FL 33511-8113

# Creating Alignment In Your Company

**A**lignment is the balanced harmony between interdependent people, processes, resources, and departments. It is a matter of aligning your vision with people, strategy, structure, and processes with a focus on the customer and a foundation of core values. Because they are interdependent, they must be congruent. As can be seen from the following model, realizing the ideal is not as complex as many would think:

When all critical components are aligned, results will continue to improve. If there is conflict between any two issues, there can be dissolution of the whole. For example, if you want to implement a new process but have not developed people who respond positively to change, or your structure makes change difficult, innovation is difficult.



If people have the knowledge necessary to create positive change but your processes makes it too difficult for them to do so, motivation will wane and maintaining the status quo will become easier.

If you are able, through a shared vision, to raise the level of motivation that exists in your organization, but your structure restricts innovation or higher levels of productivity, the improvement will be temporary at best.

All of the parts are important to the whole. As the "Model" is cascaded throughout the organization, everyone becomes focused on doing the right things right, which results in organizational health, accelerated positive change, and strategic growth.

Encourage people to be responsible for their own performance. When all critical organizational components are aligned with a focus on the customer, results will continue to improve.

Valueship is a process that will enable you to align your existing resources for higher levels of performance. Because it is founded in values, an attitude of trust and respect is prevalent at all levels. There is predictability and a baseline for decision making. People are more prone to accept responsibility and be accountable for their performance, and open to new ideas.

In our next issue we will discuss how to create "Valueship"

*Adapted with permission from Executive Leadership. Copyright © 2006 Resource Associates Corporation. All rights reserved.*

## Motivational Quotes

"The function of leadership is to produce more leaders, not more followers."

*Ralph Nader*

"Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending."

*Carl Bard*

"A goal properly set is halfway reached."

*Zig Ziglar*

"Be a Columbus to whole new continents and worlds within you, opening new channels, not of trade, but of thought."

*Henry David Thoreau*

"Men who are resolved to find a way for themselves will always find opportunities enough; and if they do not find them, they will make them."

*Samuel Smiles*

"Confidence is a habit that can be developed by acting as if you already had the confidence you desire to have."

*Brian Tracy*

## Who Needs a Coach?

**M**ost individuals and organizations benefit from working with a coach to help sharpen skills and overcome hurdles for improved performance.

Most coaching clients are pretty secure in who they are, but they want more - or they want something better, faster, or easier - with more effective results.

We work with you to apply your skills and knowledge to accomplish your goals. It's not knowledge that is power, it is applied knowledge!

**Mary Owens**

mary@the-black-diamond.com

813-654-0748

**Lisa Huetteman**

lisa@the-black-diamond.com

813-655-3584