



ARTICLE 005

EXECUTION, MAKING IT HAPPEN, DOING IT

Why is it missing from so many organizations today? Why do you spend so much time putting a plan together, organizing the people and resources, building prototype, trying this and that, and then finally, doing nothing? Don't kid yourself, most organizations cannot do it, they talk about it a great deal, they put together great plans, but no one steps up and makes it happen. Don't fool yourself into thinking this only happens in large complex organizations, it happens in all companies, it is what stand between great success and mere success, between greatness and mere survival.

When this happens in items that pertain to your customers, that is when it can spell great disaster. Believe you me, I have seen it first hand, and I also have learned the hard way.

Each year we spend a great deal of time, effort, energy and resources to develop a great marketing plan. We then have a sales meeting at which we present this plan. We get everyone keyed up and ready to go, everyone gets his or her goals and objectives. The year is off and rolling.

Then what happens to the plan? Did we do it? Or was it simply OK if we made the numbers? Who checks?

Key item: A marketing plan is good. But a marketing plan with an execution and management plan, that's great. This year, when you build the marketing plan, also build an execution plan to go with it – your success will be tremendous.

CUSTOMERS FOR LIFE = PROFIT

The Decision Institute • www.thedecisioninstitute.com • 856-358-4021

Manny Nowak • mnowak@thedecisioninstitute.com