

HOW TO SURVIVE AND THRIVE IN TODAY'S BUSINESS WORLD

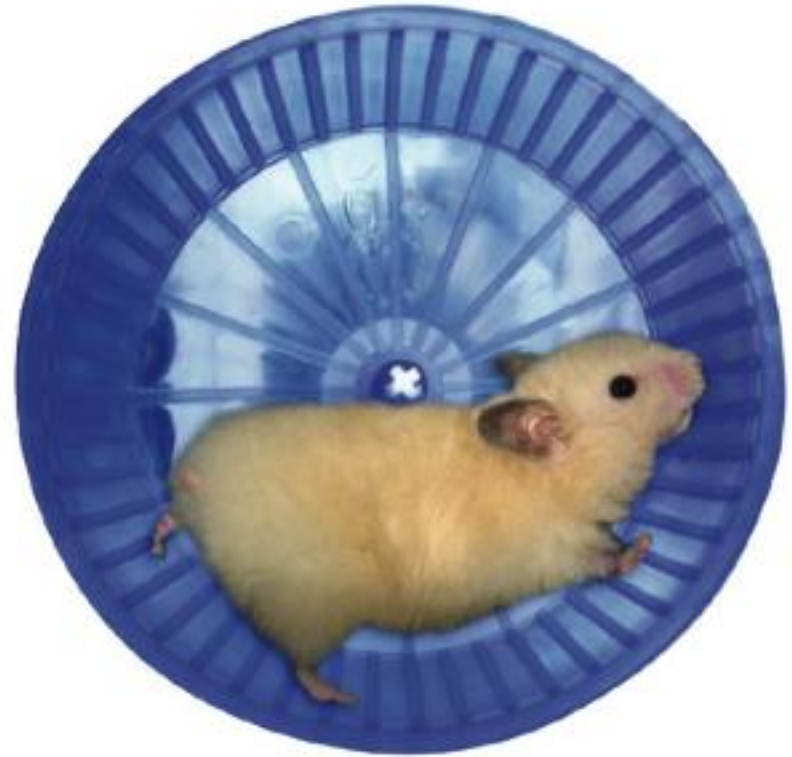
A Diagnostic to Determine Your Chance for Not Just Survival, But Success!



- *“In the last year or two, everything has changed. People are starting to suspect that sustainability is really a strategic issue that will shape the future of our business. The specifics are different depending upon industry and context, but we’re in the beginning of a historic wake-up.”*

- Peter Senge, senior lecturer, MIT Sloan School of Management, founding chair, Society for Organizational Learning

**DO YOU FEEL
LIKE YOUR
ORGANIZATION
IS A HAMSTER
ON THE RUNNING
WHEEL?**



NEW NORMAL: SUSTAINABILITY

OPTIMIZATION SOLUTIONS
CONSULTING, LLC



- *“We started to create an overarching strategy of what it meant to be a more sustainable company. One of the reasons we’ve been so successful is that the language is congruent with the Nike slogan Just Do It!”*

- Darcy Winslow, former general manager for women’s fitness at Nike

3 Main Reasons Organizations Struggle with Sustainability



3 Main Reasons Organizations Struggle with Sustainability

1. Lack of Information



3 Main Reasons Organizations Struggle with Sustainability

1. Lack of Information
2. Case for Value Creation



3 Main Reasons Organizations Struggle with Sustainability

1. Lack of Information
2. Case for Value Creation
3. Flawed Implementation



- *“The best way to get people to take sustainability seriously is to frame it as it really is: not only a challenge that will affect every aspect of management (the leadership team), but also a source of enormous competitive advantage.”*

- Richard Locke, deputy dean and professor of entrepreneurship, MIT Sloan School of Management

So, what does sustainability mean to your organization?

- A stronger brand and greater pricing power
- Greater operational efficiencies
- More efficient use of resources
- Supply chain optimization
- Enhanced ability to enter new markets
- Enhanced ability to attract, retain, and motivate employees
- Improved customer loyalty

Source: The Sustainability Initiative 2009 Survey, BCG and MIT Sloan Management Review

OPTIMIZATION SOLUTIONS
CONSULTING, LLC



What key measurement does your organization use to determine success?

Profitability vs.
Customer Loyalty



- Peter Drucker said, *“The function of business is to attract and maintain customers.”* We would add to that, *“in order to make a profit or be financially viable or best serve the community.”*

THE STAR MODEL



The STAR Model:

- Is your organization in alignment?
- Are you working together cohesively as a team to accomplish your organizational goals?



The STAR Model:

- It all starts with your strategy – what's your game plan for the next 18-24 months?
- How has your organization defined success: where do you want to go, what do you want to accomplish, and how are you going to make that happen?



The STAR Model:

- How will you measure it?
- How does your strategy affect your ability to grow and maintain a loyal customer base?
- What might you need to do differently?



HOW OFTEN DO YOU REVIEW YOUR STRATEGY?



- *“People (in our company) are thrilled when they feel that they can be part of the solution.”*

- Chris Page, director of climate and energy strategy, Yahoo

The STAR Model:

- Does your structure support your strategy?
- How do you know?



The STAR Model:

- As customers' wants and needs change, have the processes changed to meet those demands?
- If any piece of the process does not have the customer's current best interest in mind, what does that do to the organization's ability to grow and maintain a loyal customer base?



The STAR Model:

- When was the last time you looked at or improved your core processes to better serve your customers and achieve your strategy?
- How does your organization measure and reward performance?
- Is it in alignment with your strategy?



The STAR Model:

- Do your employees have the attitudes and behaviors necessary to accomplish your goals?
- Are they loyal employees?



The STAR Model:

- Do you have the right people (engaged employees/people) sitting on the right seats of the bus (structure) and are they doing the right things (process) for the right reasons (strategy)?



The STAR Model:

- What does your organization measure?
- Is it a leading or trailing indicator?



The STAR Model:

- Leadership is the key that holds this entire model together.
- Leadership is what drives this model.
- Leadership designs the future
 - creates innovation
 - creates sustainability.



- *“You cannot implement these kinds of programs bottom-up – it’s impossible. It’s always top-down, always. Because it’s such a cultural change, you cannot do it organically.”*

- Georges Kerns, CEO, IWC

- Is your organization healthy enough to survive in today's demanding times?
- How can you make sure you're ready for the continual changes and challenges?
- How can you ensure you are a sustainable business?
- How can you make sure your organization is not the hamster?



THANK YOU!

- Optimization Solutions Consulting, LLC
- Walter S. Swindell, II
- 240-786-9674
- www.optimization-solutions.com