

Hudson Valley

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ASPIRE HIGHER

Attaining and Sustaining Success for 2009

Many have worked with coaches, organizational trainers, team building companies and experienced success. For most, the success is short lived and temporary. It becomes another “flavor of the month”; here today gone tomorrow.

What can make 2009 and beyond different? How can you not only have a sharp up turn in your success this year but truly sustain it?

Research by Dr. Dean Ornish, Marshall Goldsmith and others, provides clear answers. Sustainable change is achieved through a developmental, behavioral model that is supported and reinforced by an organization that continues to challenge and embrace change.

Aspire Consulting is dedicated to implementing sustainable organizational/strategic change. We use developmental and behavioral models in processes that have a proven track record. We help organizations and the people within the organizations think differently about change and think differently about themselves and change. They learn new patterns of thought and new patterns of behavior that have a much higher likelihood of having sustained results.

Attitudes effect thinking, thinking effects behavior and behavior drives outcomes and results. Positive *and* negative attitudes affect outcomes and results. Consider times that you or others have had negative attitudes. How well did that work to improve your results? Alternatively, think about times when positive attitudes prevailed. How were the process and the results different?

Attitudes are habits of thoughts and like any other habit, they can be changed. The work that you do to drive positive change must also incorporate the attitude motivation, support, time and repetition.

To begin your transformation, find professional support to design and implement strategic and developmental processes which address issues facing your business’s unique challenges.

Strategy is the support for all business. Regardless of what the strategy is, it is useless unless it is operationalized through the organization. Ask yourself: What would employees at various levels of the organization say the strategy is, and most importantly what do their every day job tasks have to do with the organization’s strategy. Employees’ understanding of this connection is the beginning of gaining motivation through attitudes. Most people want to do a good job at work. More often most employees do not really know what they need to do to help achieve goals because they simply do not know what connections there are between their work and the company’s mission. Instead of encouraging creativity, there are systems that crush creativity at work, and encourage robotic rather than exceptional work.

In a traditional organization, there is one group of people responsible for managing and leading, one for setting strategy, one for getting and retaining customers and one for managing systems, each in their own silo. Examine the space between the silos. How are you managing them? It is that same space where most customers get dissatisfied. Most businesses manage vertically although customers work with us horizontally.

To further sustain motivation, make a connection between the personal and professional attainment of goals. On the business side, look at work related to time, productivity, influence/sales, and people management. On the personal side, look at ethical, financial, mental, physical, social and family areas of their lives. This step is key to understanding where the organization and employees are and where they want to be. Aligning individual and organizational goals speeds the achievement of both.

Most people have the biggest impact when they are working within their areas of strengths. Put a system in place to measure these strengths and where you can, individualize responsibilities to take advantage of these strengths.

Attend to the connection points between the internal customers and the external customers. What are the behavioral performance expectations and what tools does your staff have to manage those points of connection? Your staff needs the attitudes, skills and knowledge to manage their emotions, communications and relationships with customers. This is vital to success, since all businesses and organizations sustain success by attracting and maintaining customers.

Organizations that have as a priority managing internal and external customer loyalty together are most likely to attain and sustain success.

Ultimately, sustainable measurable results occur when a clear operationalized business strategy is combined with developing the people within the organization to implement and carry out the strategy.

Aspire is committed to the Hudson Valley and is dedicated to results driven sustainable solutions for those people and the businesses that call it home. You, your company and its, employees success is our goal.