



Healthy Organizations

Organizations are like human beings with regards to "health": some are healthier than others. Like human beings, healthy organizations tend to perform better, have more fun and live longer.

There are 6 key components to a healthy organization:

1. Healthy CEO/leaders.
 - Form the team.
 - Forge the team.
 - Set the direction.
 - Establish the culture and values for the team.
 - Implement an accountability system throughout the organization.
 - Set systems/processes in place so the team can succeed.
 - Communicate, communicate, communicate!

2. Truly effective teams.
 - Share values.
 - Trust each other and are willing to be open/vulnerable with each other.
 - Fearlessly engage in "constructive conflict".
 - Hold each other accountable for team performance.
 - Willing to put team interests ahead of personal or department interests.

3. Clarity of purpose throughout the organization, at company, team and individual level.
 - The corporate vision, mission, goals and strategies are articulated and known by all.
 - All team members know "where" you're going and "why" it matters.
 - All team members clearly understand what is expected of them.
 - Organization goals are effectively cascaded down through all ranks of the organization.
 - The organization structure promotes complete clarity of business unit purpose.
 - All positions within the organization have concrete goals or key performance indicators (KPIs).



4. Productive culture.

- The organization values are understood and embraced by all.
- All team members are engaged and contributing at their full potential.
- The right people are brought in to the organization and non-performers are let go.
- All staff members are developed to higher levels of performance.
- You have an effective system of communication both up and down the organization.
- You have implemented a system of rewards and discipline that promotes desirable behaviors.

5. Goals and accountability.

- You set good goals: vital, measurable, controllable, target date, single key result, written.
- You have a process for monitoring progress against goals in a timely manner.
- Individuals and teams are held accountable for performance.
- Corrective action is taken when goals are not achieved.

6. Focus on growth and profit by ALL team members.

- All team members are focused on the customer.
- All team members know how the company makes money and their role in the process.
- You plan for growth: marketing, operations, finance.
- You eliminate unprofitable customers.
- You eliminate waste in your organization.
- You implement a process of continuous improvement.
- You know all you must know about market opportunities and competition to plan and execute effectively.
- You have defined and shared your Value Proposition with all team members.
- You take steps to reinforce and expand your Sustainable Competitive Advantage.
- Your human sales force is trained, goal-driven and effective.