

BE INVINCIBLE™

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Helping Organizations SOAR™

Strategic leadership and a compelling corporate vision give employees a plan to follow in times of change. In this article Vince Poscente, Olympic competitor and CEO of Be Invinceable Group, shares his perspectives on how to enhance corporate excellence.

By Vince Poscente

ALERT!! The odds are you will be out of business in ten years. Statistics show that only 18 out of 100 businesses ever make it to the 10-year mark. Each year 800,000 businesses fail. Therefore, finding the right strategy for success is more than valuable, it is essential. What are you doing to beat the odds?

There are three basic company types that make the above statistics possible. First, there are those running the race but have no idea how far behind they are. Others struggle with developing the organization while trying to keep up with a rapidly changing marketplace. Lastly, there are front-running companies who are shining examples of high-performance in the workplace.

Behind every great company is a great strategy. Great strategies are inevitably influenced by a compelling vision. Developing a vision-minded acronym can effectively help focus a mission statement to resonate better with your workforce. With relevant words, this acronym will resonate first with your internal customer

(your employees), then your external customer (the people who want to give you their money).

For example, Weisman Enterprises, Inc. follows the principle in its acronym **SOAR™** (Supportive, Objective, Accountable, Responsive). In a like manner, Audi sells car buyers the "ultimate Audi experience" with the **PURE™** (Personal Unique Responsive Experience) system. Also, the chances are good that while you read this article there is a coach somewhere in North America saying, "TEAM, Together Each Achieves More!" Acronyms are everywhere. How can you best use them?

New Heights

Let's take a closer look at two acronyms. At the heart of Weisman Enterprises strategy are guiding principles for each employee. These principles are outlined in an acronym called **SOAR™**:

SUPPORTIVE – Assist and encourage others in pursuing their values and dreams

OBJECTIVE – Accurate observation and honest feedback resulting in unbiased decision-making

ACCOUNTABLE – Ownership and acceptance of actions, accomplishments and shortcomings

RESPONSIVE – Timely action in addressing needs and requests

Weisman Enterprises states, "**SOAR™** "represents behaviors, attitudes, and systems within Weisman Enterprises. It's more than a philosophy; it's our soul. It's how we do business – internally and externally.

SOAR™ aims to maintain stability and longevity for Weisman Enterprises, our clients, our supply partners, and the community at large. We achieve this by developing relationships of loyalty, trust, and commitment."

From the Heart

Audi North America has clawed its way back to be in the elite brand of quality vehicles. Its

sales force uses the acronym "PURE™." Audi North America states, "It's a whole new approach to providing the ultimate Audi experience." PURE™ is:

PERSONAL – When you tailor each experience to meet the needs of your customer, you provide something that goes beyond the product.

UNIQUE – When your actions and ideas are innovative and unexpected, your customers recognize there's something unique about Audi. Something they cannot find anywhere else.

RESPONSIVE – When you interact and respond to your customers with the attention they desire, you establish long and lasting relationships.

EXPERIENCE – The positive experiences you provide for your customers help them become Audi advocates and results in an ownership experience they look forward to repeating.

What's Your Word?

To come up with the perfect acronym for your company, first define or revisit what your mission is. Follow these six simple steps to help take your business to the next level. Make sure you have a pen and paper handy for this exercise.

1. *Define who you are as an organization.* Where are you going? What does your company stand for? Why are you in business? What values define your organization? By carefully answering each of these

questions, your mind will start moving in a visionary direction.

2. *Forecast your future success.* Where do you see your business in 5 years? In 10 years? What will take you where you want to go? How will you get there? Who will help you get there? What invaluable resources will be implemented along the way?
3. *Write, refine or re-write your mission statement* based on the first two tasks on this list.
4. *Mine for an acronym.* Write down any and every visionary word that comes to your mind. Review the list. Follow your emotional cues and choose the one that stands out. Pick one that is short.
5. *Use action words and visual cues to give life to your acronym.* Take your acronym and look for words that match the first letter. Ensure these words demonstrate passion and vision. Each word should create a visual picture in your mind and a call to action. Use a thesaurus if you have difficulty in finding the perfect word.
6. *Add substance to vision.* Now that you have an acronym with related words, further define each word with a short one-sentence statement, giving purpose and value to the acronym as a whole.

Take your new acronym and walk it down the hall to a number of your high performers. (Don't bother with the low performers. They will be gone sooner than later.) Pay close attention to their reaction. If they love it, you will be able to tell instantly. If they don't immediately identify with it, go back to the list and rework this process.

Using this six-step formula, we revisited our vision statement for Be Invinceable Group. "To help millions of people grow personally and professionally while having fun along the way." **GROW** struck us as an appropriate word for a small company determined to make a positive impact on the world. Our team came up with the following that applies to both our customers and our own employees:

GRATITUDE as a state of mind.
RISK wisely. This will forge new frontiers and better practices.
OPEN minds and hearts to personal and professional potential.
WIN by aligning corporate and individual goals.

Designing an acronym for your organization can help you as it has helped us. The effort you put up front with this process will pay dividends to more than your bottom line. Your employees will feel more included in an organization with purpose and vision. You make the choice. Be a front-runner or be a statistic.

Vince Poscente is CEO of Be Invinceable Group, a Dallas, Texas based speaking and consulting organization. His experiences as an Olympic competitor, salesperson, corporate executive, entrepreneur, and professional speaker (along with his Masters degree in Organizational Management) give him a unique perspective on how to conquer the corporate struggles of today. For more information on how to get your organization to SOAR, other articles, take a Free performance assessment; learn about Be Invinceable programs; view a complete list of products within the InVinceability Series of Learning Tools; or inquire about Vince's speaking services, please visit us at www.beinvinceable.com, or call 800-791-2078.