

Fowler & Company presents

# 7 Steps to Dynamic Growth

## Themes, Rewards & Execution

Episode #6 (of 7)

### Lesson Notes

Welcome back to day 7, the final installment of our Values Driven Growth eCourse.

This is Curt Fowler, President of Fowler & Company and I am so excited you are back with us.

#### **Let's Review. So far we've shown you how:**

- Values driven companies with disciplined execution outperform the market by up to 15x
- How core values are the guide rails that keep your company on the right path; and how to determine the core values & core purpose for your organization
- We've discovered your organization's competitive advantage
- We've created a Big Hairy Audacious Vision for your organization
- We've broken down that vision into SMART goals and created plans to accomplish those goals

Today we are going to work on the soft side of goal achievement, we're going to work on motivating your team to accomplish the #1 goal of your organization.

That all starts with determining your **Critical Number**. This is the number that you will track every single day throughout your goal process.

#### **Examples:**

- New customers
- Sales
- Items Shipped
- Defects

- Stock tickers

Based on the number one goal of your organization, what is your critical number. This number goes in the top right corner of your strategic plan.

Next, you need to work on the **theme** for your number one goal. You've got to make it fun and visual. Some ideas and things you've probably seen: Thermometer, Rocket ship, Eiffel Tower. You want your staff to walk through the door each day and be able to visually see the progress that is being made towards a goal.

### **Celebration/Reward:**

- Make it big, but a fraction of the organization's gain
- Separate from traditional bonus plan (ie: celebratory event rather than monetary bonus)
- Get the people involved

### **Congratulations on finishing this e-course. Here's what we've covered:**

- Values
- Purpose
- Vision
- SMART Goals
- Accountability
- Checkpoints
- Theme

So what next? **Just Go.** Get started and roll this out to your team!

I hope you've had as much fun going through this course as I've had making it for you. Planning is never easy and always hard to make the time to do, but have a definitive plan for accomplishing great things in your organization is incredibly inspiring.

I hope you have been inspired as you have set bigger, better goals for your organization.

As always, I'm here to help. Just log into our website at [www.valuesdrivenresults.com](http://www.valuesdrivenresults.com) or email me at [questions@valuesdrivenresults.com](mailto:questions@valuesdrivenresults.com). I'd love to hear how you are doing. Good luck, God Bless and I hope to hear from you soon.