



TIP OF THE WEEK

September 18, 2007

My friend, Tom Hattersley, is an expert on behavior in the workplace, on human relations, on human resources, and accountability. Tom says, "strategy has two parts: finding out what you want, and then agreeing on how you are going to get it." To illustrate this, he draws an XY axis and a four-box grid. He labels the X-axis "what" and the Y-axis "how." The corporate goal is the 'what,' the corporate culture and behavior pattern is the "how". If companies are high in what and high in how, they know what to do and how to do it: that's where all organizations should be. Where companies get into trouble is when they're low in the what. These organizations need a plan NOW. If you know "what" you want to do, but you don't know "how" to do it, at least then, as a management team, we can coach to success. Make the grid, and see how you stack up.

Good luck. Work **ON** your business. Stay in touch.

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