

This is the essential ingredient for Transformation in Performance to deliver outstanding Competitive Strength. This is what we in ChangeWORLD help people learn how to do.

What does this mean in practical terms?

Stop thinking about	Start thinking about	Result
<i>Short term and only one at a time</i>	<i>Long term and everything all of the time</i>	<i>Right decisions for both short and long term</i>
Profit	Excelling in every way	Increased profitability & sustainability
Efficiency/productivity	Reducing waste & improving processes	Greater efficiency & operational resilience
Market share	Market leadership	Shape the Market, not follow it
Getting bigger	Getting better	Real growth in real wealth
Costs & Pricing	Perceivable Value	Lower costs & higher margins
Headcount	Developing exceptional people	Achieve much more with less
Economies of scale – monolithic investments	Agility, flexibility and adaptability; multiple resources	Transformed responsiveness, resilience and survivability
What you and your organisation do (tasks)	How you do it (processes)	Right processes delivering right results
Forecasting	The unexpected	Beat other people's forecasts
Shareholder returns and/or personal wealth	Adding value to society, customers & employees	Higher shareholder value and increased personal wealth
Quality Control – meeting the specification	Excellence – exceeding expectations	Quality Perception transformed – overall costs reduced
Your strengths & weaknesses	Your values	Increased capability at all levels
Customer Satisfaction	Exceeding Customers' Expectations	Increased Customer retention, loyalty and market growth
Controlling	Changeability	Sustained innovation and development
Trying to come up with all the answers	Getting all your people to come up with all the answers	Self starting and sustained continuous Improvement
What you want your business to Do (tangible - goals and targets)	How you want your business to Be (intangible feelings and aims)	Transformed motivation and alignment
The Key Choices		
How very difficult this all is? Where to start and on what?		No effective change More nasty surprises
Deciding to Act – Now Enabling your people to Act		Transformation of the Performance of the Business