



Where is Your Business Headed?

Business owners and executives across the United States struggle to answer this question. Most make some comment that they are moving forward and growing. Others say they think everyone in the company knows where they are going. Yet when asked employees respond by saying, “Wherever the company tells me we’re going.”

Preston Pond, from the Center for Organizational Design, Inc. says, “When you are lost in the desert and you don’t know where you are, any direction can be the wrong direction. Many organizations, in an effort to be more efficient, merely redouble their efforts in the wrong direction.” Do these words reflect your company?

Has your company created a concrete plan for the future? Have the owners and leaders taken an assessment of where the company is now and where it will be in the future?

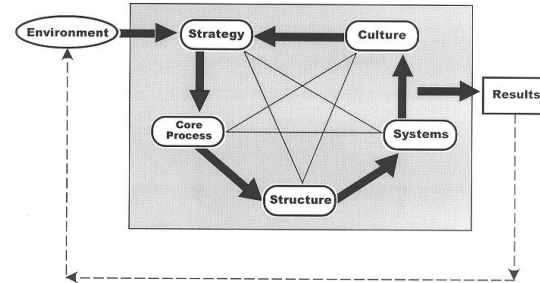
In many organizations, the owners and executives of the company sit around a big table at an “off-site location” conducting a SWOT analysis and discussing goals for the upcoming year. However, just like Pond’s words, many companies don’t know where they are in order to determine where to redouble effective efforts.

The Transformation Model® *

The Transformation Model® was created to help companies assess themselves in seven critical areas. It provides a framework for viewing an organization as a living system. Using the model, leaders can see how the pieces of the organization fit together and then make conscious choices about how to improve their effectiveness.

The model reduces organization complexity to seven key elements: Results, Environment, Strategy, Core Processes, Structure, Systems and Culture. The seven elements are viewed as a whole system of interrelated parts which must fit together and be closely coordinated if the organization is to be successful. High performance can be built into every aspect of the organization

by using the model to guide a comprehensive and integrated approach to change.



The seven elements of the model form the “big picture” of the organization. The first step is to analyze and understand each of the elements in order to know what is working or not working in the organization and how the elements are affecting each other. The next step is to adjust or redesign the elements so they are better aligned to the strategy and to each other. Using the Transformation Model to analyze and realign the organization will improve key results and lead to increased effectiveness.

You Can’t Afford to Wait

Think about it. Moving forward at a very efficient and fast pace – in the wrong direction, gets you where you don’t want to be very quickly. Stop. Take a good hard look at your company. Do you know where you are? Do you know exactly where you are going? The cost of resources and morale when you discover you’re headed in the wrong direction are devastating. Assessing your organization’s direction and making adjustments to improve the direction and focus increases confidence and productivity. You can’t afford to wait!

*Model by 360 Solutions, LLC

American Institute of Management, Inc., is a solutions-focused management consulting firm specializing in creating measurable success through effective, and creative human capital strategies. Deliverables are uniquely designed for your organization.

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