



Good Advice for Improving and Growing Your Business *Lessons from the Field*

LESSON 1: Assess where you are; strive to be BEST in CLASS

LESSON 2: IMPROVE before you GROW

LESSON 3: Stop ignoring your cultural issues. Take them head on.

LESSON 4: Understand that it will take much more time than you would like to change – stick with it!

LESSON 5: Put a system in place to change your culture. Systems = People + Process + Technology + Facilities (don't underestimate the value of a nice facility).

LESSON 6: Make people understand that change is our friend. PAIN IS GOOD. Develop a culture that embraces change.

LESSON 7: “As long as I know what I am NOT doing I am still in control.”

LESSON 8: Understand that only 20% of your people will embrace what you are trying to do. Who are they? Promote them.

LESSON 9: Understand that 10% of your people will fight you; most likely behind your back. Phase them out.

LESSON 10: Plan and execute in 90-day increments. Provide one year direction and focus on three year capability development.

LESSON 11: What areas of the market do you want to DOMINATE?

LESSON 12: There are multiple ways to grow. Mix in some acquisitions.

LESSON 13: Make it FUN!

LESSON 14: Reward incrementally. Not too much at one time. People have short memories.

LESSON 15: Environment is worth more than money as long as the money is in the ballpark.

LESSON 16: ALWAYS maintain a focus on creating value. Always be prepared to sell. You never know...