

# You are almost there!

Presented by "The Northwest Boardroom"

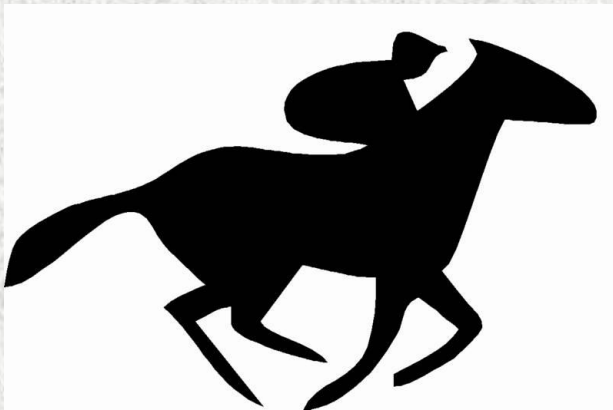
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***The path between average and greatness is far shorter than you think. In some cases it is almost too small to measure. All you have to do is find your path – and then walk it.***

Tell me folks... what do "winners" get? What are the rewards for the very best? Just for example, what does the owner of the winning horse of a major horse race get? In some cases, they get millions of dollars in prize money. They get accolades, the trainer and jockey become heroes they are considered experts, they are sought after for future races, this list is endless! Winners get everything!

What if one doesn't "win"? What do losers get? What do the owner, trainer and jockey of the 5th



place finisher in a major horse race? At best - they get nothing. If they are lucky they just get to go home and try to forget. Often, they are even punished for their failure. Trainers and jockeys are fired and the owner may have to sell the horse for a huge loss. Losers get nothing.

What is the quantified difference between the two? What is the difference between the very best and the middle of the pack average in our analogy? The difference (in terms of the reward received) between greatness and mediocrity is huge!

Now here is the interesting part. In terms of performance; in terms of skills and effort and actual measureable performance, what is the difference between these two, between the winner and loser? In a typical major horse race - the difference between the winner of the race and the 5th place horse is less than half a second. The 5th place team trained ALMOST as hard. The 5th place horse ran the entire distance that the winner ran. The jockey of the 5th place horse brushed up against the winner

at the final turn. At the wire, the winner stretched six extra feet in the final 3 strides and it made all the difference in the world. The quantified difference (in terms of actual performance) between greatness and mediocrity is often microscopic! In many cases the difference is so small that it is difficult to measure!

**The difference between average and the very best (*in terms of reward*) is HUGE – it is everything! The difference between average and the very best (*in term of actual measureable performance*) is often tiny. The difference is that the very best choose to go the final distance. The best go one moment more – after the “average” have quit. The best give one more drop of sweat, they touch up one more detail, they make one more call, they read one more page, they do one more push-up.**



This analogy proves true in our everyday lives and in our business enterprises as well. We tend to assume that the time, effort and money that must be expended in any growth effort is going to be proportionate to the amount of increase we want to see in the results. Fortunately, this is often not true at all! Very often there are "leverage points"; places where tiny changes can produce incredible results. You will see this frequently; an underperforming company may believe that they completely need to retool their organization. They start looking at new advertising, new management, new production methods, new facilities. They are performing at 50% of their potential. They believe they need to change their actual performance by 50% (at least) to realize the 50% growth in results they need - right?

Very often - this just isn't the case. Much of the time there is a leverage point - a point where small focused changes and specifically targeted efforts - can make an incredible difference. These points are very often either the point where your market meets your company (lowest level customer service or sales), the point where your leaders meet your employees or a function of the simple math of your business model.

**We see this literally all the time:**

Changing the attitude of an inbound customer service team from "administrative curtness" to one of "enthusiastic appreciation" can change an entire organization on a dime! When customer service people (be they in person, telephone or web) understand that their job is NOT taking orders - their job is making customers glad they called and that taking orders is only one component of that - your market's perception of your entire company can change overnight!

Many organizations are at the threshold of their "incremental profit point" without even knowing it. 1% topline growth may move a 4% net company to a 45% net company!

When your front line leaders understand that their job is not giving direction and supervising actions - their job is leading people to want to excel (with direction and supervision only a component of that) - performance can improve geometrically!

**T**here are many of these small leverage points. We all have them. The best of the very best seem to be those who find ways to do the small things right. Winners do not give that much more – they just find a way to go one second faster – absolutely every time.

**R**emember our horse race analogy? You don't need a new jockey, a new horse or even a new type of race. You are almost there! Greatness is in sight! All you need is one second more.

And as always - If you would like The Northwest Boardroom to help you find that extra second - "Have Your People Call Our People."  
GDT

[www.thenorthwestboardroom.com](http://www.thenorthwestboardroom.com)

[gdt@thenorthwestboardroom.com](mailto:gdt@thenorthwestboardroom.com)

**The Northwest Boardroom** is an organization that helps people and businesses achieve performance excellence and professional development through training. The Northwest Boardroom hosts open forum workshops on leadership, management, sales and professional development. Boardroom facilitators support organizations of all sizes and types by creating tailored training and development solutions designed to facilitate your goals – and then delivering them in house at your facility or at a coordinated location. The Northwest Boardroom combines world class curriculum and expert facilitation with a broad range of experience so as to create a training experience unlike any other - bringing you measurable results.

**Countdown to Greatness** is perhaps unique in the world of organizational development, training and business consulting.

It is designed explicitly for small to mid-size organizations – it focuses on the needs and challenges typically faced by organizations of your size and type – and faced by your organization specifically. The process is custom created to lead your organization to its potential. We will help you make the appropriate changes in your finances, operations, marketing and sales processes. We will teach you to market, to sell, to manage your days and to lead your people. We will coach you to stop trying and choose to win. We will train people to continue the process and we will not permit anything less than the excellence you deserve. We will examine your original vision for your organization and we will find a way to exceed it. We will help you find a way to take back your dream.