

Two vultures, depicted in a New Yorker cartoon some years ago, are sitting in a tree, when one says to the other, ***“To heck with patience. I’m going to kill something!”***. Within average business operations it seems reasonable to continue to do what has been successful in the past and trust that, with patience and hard work, things will get better.

Unfortunately, today’s environment has changed permanently. High achievers know there will continue to be uncertainty and rapid change in business and regulatory operating rules for some time. Critical business issues to overcome include:

- Reduced revenue from the current customer base
- Credit limitations for business operations
- Increased regulatory requirements in many industries
- Increased taxes and fees for business operations

Business results, consisting of:

- *Revenue Growth*
- *Income Improvement*
- *Risk Mitigation*

require a clear focus on business strategy, customer delight and operations efficiency, coupled with the ability of each and every employee to understand corporate goals. Aggressive focus on these areas drives top line and bottom line results. This focus is enabled by an effective “Line of SightSM” throughout the enterprise, assuring an objective, unambiguous view of performance and results.

Considering the business climate described above, market leaders proactively and aggressively embrace the following best practice activities:

- Examine all internal and external processes to reduce costs and risks
- Review sales operations to assure that profitability, customer retention and customer value recognition are key drivers
- Consider “firing” your worst customers (poor profitability, high support costs, etc.)
- Carefully examine your service and product lines for market relevance, profitability and crossover offerings
- Listen to and act upon improvement suggestions from your employees and key partners
- Foster and reward employee innovation through communities of practice
- Leverage technology to build knowledge sharing tools and “Centers of Excellence”
- Know the corporate “end game” or “exit strategy” along with the key indicators
- Monitor, measure, report, assess, adjust and repeat – continuously

It is probable that your current employees (at all levels) can offer insights into many opportunities for improving results, eliminating waste and solving operational problems. Consideration of the suggestions above will clearly require cooperation and creativity at all levels of the organization.

Many improvements can likely be implemented without major systems and technology changes, keeping capital expenditures low and minimizing the effects on operating costs. Do it now!

Aggressive planning and employee cooperation reinvigorates the corporation while pushing the “wait and see” attitude aside and replacing it with a “market making” culture that will increase performance while competitors languish. **Are you taking control or languishing?**

Contact Avistas today for a free consultation to discuss opportunities to “Do It Now”.