

If you aren't focused guess who else isn't?

The next time you want to get annoyed at employee's that "waste time" or with a boss that keeps pulling you away from important work to silly work take a breath..... O.K. now try and answer this very simple but extremely powerful question.

Do you have a clear understanding of what your "mission" is and do you further understand what is most important in seeing that you accomplish the mission?



John Gregory Vincent
"The Turnover Terminator"

The KEY is defining what is MOST important

Why do you come to work? Very simple but extremely important question. Mission statements have a terrible rep for being rambling works of literature or irrelevant "sound bites" The reality is, when done properly, they are THE key to establishing a clear focus to build from.

Without question the best mission statement I have EVER read belongs to Barrday Corp. in Charlotte N.C. It reads "To attract and delight the premier customers, suppliers and employees." WOW read that a few times and let it ramble around in your head. Simple, clear, and something everyone can (and in their organization does) have in the front of their minds every day. **How clear is your mission statement?**

Hey if you are not in a position to immediately change your organizations mission statement then get together with your team (your supervisors, peers and subordinates) and brainstorm a mission statement for your team, division, department, organization that will help you stay focused on what needs to get done! The key as IT ALWAYS IS, is to do SOMETHING. Once you create your mission statement now you are ready for step II. Define the two or three MOST IMPORTANT tasks/results needed to support this mission for the upcoming quarter, next six months or fiscal year. Again do this with your KEY players (those that are going to actually have to perform the work, supervision etc.) So now you have a clear, highly focused mission statement. Under this you have clearly defined the two or three most important tasks/results needed to stay on point for the upcoming period of time. Now you need to monitor, supervisor and build in accountability to keep people focused on the mission and those most important things to keep you focused on SUCCESS.

FOCUS and measuring RESULTS not activity are KEY components to our methodology that has been improving human productivity and retention in every work environment that has chosen to embrace it and consistently applies it for nearly 30 years. These work with government agencies and municipalities as well as it works with fortune 50 retailers, the military, non-profits, small businesses, public schools and ALL organizations of EVERY size. Why, because the methods are based on the common aspects to most human beings with respect to how they respond best to supervision and oversight.

We must today, and forever, going forward ensure we get the most out of our most important resource, our human capitol. They must be engaged, they must be valued, they must be held accountable and they must be able to clearly see benefits to THEM. Do this and you will increase productivity and retention of your BEST employees.

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