

Three Pillars for a Great 2019



Fall is here – finally for those of us in the deep south! 2018 is quickly coming to a close. Now is the time to assess our progress and plan ahead for a great 2019.

A great plan will engage your people and allow you to outperform you're your competition. A great plan will allow you to get better as an organization and as individuals supporting the organization.

As people, we are built to grow and improve, not just keep doing the same thing as last year. Strategic planning gets a bad rap, but it can be a simple and inspiring process for you and your people.

You can create a great, simple plan by answering these three questions. Give it a try and let me know how you do.

Pillar 1 – Where Are You Now?

We are not talking about your geographic location. This pillar includes a status check on every part of your organization. Your people, your customers, your leadership, the condition of your physical assets and your financials all play a part in determining where you are at today.

Outside of your organization, you must look at your customers, competitors, and changes affecting your industry. Use the acronym PESTLE to ensure you hit all the major points of an environmental scan. PESTLE stands for Political, Economic, Social, Technological, Legal and Environmental. Look at each of these factors and how changes in each can affect your organization.

This pillar must be undertaken with brutal honesty for your plan to succeed. As a leader, you must encourage your people to get all the bad news on the table at this stage of planning.

Pillar 2 – Where Are You Going?

This is your vision. This is the specific, measurable, time driven destination for your organization. Do not create a

vague vision that doesn't allow your team to measure their progress. Having a vague vision is like someone putting on a road race and forgetting to set up the finish line!

We run races to celebrate at the finish. The same goes for organizations. You must be looking forward to a great celebration at the end of this journey to keep everyone interested.

Pillar 3 – How Will You Get There?

This is the strategic part of your plan. Based on your critical assessment of where you are today and the complete vision of your future destination, how will your organization get there?

What obstacles will get in the way?
How will your competitors adapt and change based on your strategy?

How will your team know if you are winning as you pursue the vision? I have not yet witnessed a football team that was not 100% positive of whether not they were winning their game. The scoreboard told them the answer.

Why don't more organizations use scoreboards to let their teams know if they are winning or losing? Don't keep

your team in the dark. We all perform better when we can gauge our own success.

Focus on the vital few critical objectives to reach your goals. Choose no more than three critical objectives and know what your number one objective is. Create accountability and scoreboards. Make it visual and inspiring.

If you are new to planning or have been frustrated by the complexity of it in the past, give these three pillars a try. I promise you the process will get you closer to a great 2019.

If you'd like some help with the process, give me a call at 229-244-1559 or head over to our [Resource Page](#) and check out our free tools to help you get started.

Curt Fowler is the President of [Fowler & Company](#) and Director at [Fowler, Holley, Rambo and Stalvey](#). He is dedicated to helping leaders create and achieve a compelling vision for their organizations. He has an MBA in Strategy and Entrepreneurship from the Kellogg School, is a CPA, and a pretty good guy as defined by his wife and four children.