



Time For Re-Alignment

July 2008
Volume 7 Issue 7



William E. Caswell

Bill Caswell is an experienced coach of CEOs and senior executives and the author of *The Respect Revolution*, a 12-book series written by a CEO for CEOs as a guide to getting companies to *Excellence*



The Respect Revolution

This 12-volume book series guides a business to *Excellence* and keeps it there.

Get your copy now, available at your local bookstore or at www.respectrevolution.com

Do you have topic ideas? Comments or questions?

Contact **Upkar Bilkhu**
CCCC

190 Bronson Ave. Suite 201
Ottawa, ON K1R 6H4
Tel: (613) 233-0700
Email:

ubilkh@caswellccc.com

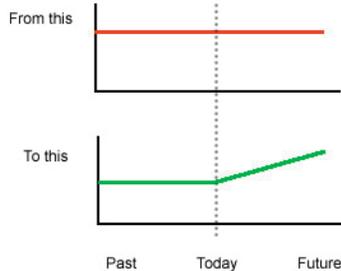
www.caswellccc.com

Sometimes the owner or CEO of a company finds the organization has spent too long not meeting the expectations the leader knows are possible. Often, because the President or manager is not able to put a finger on the exact cause, they simply work harder or demand others work harder in an attempt to make expected results happen. The company needs a jump-start to get out of the slump – a re-alignment.

1. Re-Alignment?

Consider setting aside 3 days at an off-site location where you are able to cast a new direction for your company, clean out the cobwebs and deal with issues that have been slowly dragging you down.

2. Move Upwards and Forward



Driven completely by your own initiatives

It is within your team's capability to move your enterprise to better growth, to create a new type of beginning for a future that captures and enhances the combined talents of your staff.

Using this approach, service providers, manufacturers, publishers, law firms and others have re-aligned their direction with amazing results, results that start to become apparent within two weeks, and endure for many years into the future.

Your three-day retreat should:

- Pull out the hidden and not-so hidden problems that presently impede smooth progress. In a blame-free way, bring forward the unthinkable and unspeakable in an environment that encourages disclosure and discovery. Use the occasion to estimate what each of those problems is presently costing your firm.
- Objectively prioritize what has to be done, identifying each issue with an amount-of-effort-required factor weighed to the cost that the problem is causing.
- Resolve how to address all the issues over a workable time frame. (It usually takes about one year to remove 90% of the pain.)

At the retreat, three ancillary benefits frequently occur:

- You gain an understanding of where your enterprise presently fits in the grand scheme of the life cycle of all organizations, big or small. Hence, you can **plot where you need to go** so that you can take advantage of the greatness that your team has within it.
- This time together helps convert the **team-work** cliché into real action that brings co-operation to levels where you may never have seen it before.
- With a shift to a **positive mood** in the organization, a palpable sense of well-being pervades the enterprise.

3. Results

The most obvious results of such a retreat in the first 12 months is, typically, a 30% increase in sales, an annual ROI factor of 20:1, a reduction of costs of \$100,000 that problem removal will afford you. As well, a grand sense of achievement should be experienced by nearly everyone.

4. Cost

Three nights food and lodging for 15 members of your executive team, with a slice through the other ranks, will probably cost you \$5,000 to \$15,000. Throw in the same amount for a professional facilitator. But that money will be recovered in one or two months of improved operations based on the experience of what we have seen with dozens of companies. (And if you want to know how to do it without a facilitator, it is all there for you to study and use, at no charge at, www.PlanningPro.org or \$39 for the text: *Setting the Agenda for Change*.)

5. Summary

It is never too early to re-align the direction of your team, to kick start your group to achieving results that you deserve. Use this approach to discover how you can enjoy consistent improvement over many future years.

Good luck

W. Caswell