

BALANCING TOMORROW, TODAY™

by Dr. Stacie



Simplify your life. We've been told over and over that it is the answer to our stress caused by the chaos of daily life and of the world. We've seen how to do it in our home lives (whether we do it or not, well...we're working on that). We have seen how to do it at work (okay, that takes a bit more courage, but is truly worth the effort). Simplifying life for business owners and organizational leaders...forget about it! Or so you may think. But off we go to take a look at how you can simplify tomorrow's life today – in organizations.

If you own a business, you know the worries you take home with you at the end of the day. If you lead an organization, there are always concerns that strive to keep you awake at night. Whether you have a vegetable stand, a fortune 500 corporation, you lead a congregation or other non-profit organization, you have room to simplify your life.

But what does simplifying life mean to a business or an organization? What can you do today that can make your life simpler yet more productive and competitive tomorrow?

Over the past few weeks we've looked at how chaos and complexity make us stressed and cause our yearning to simplify our lives at home and at work. It is essentially the same in organizations as well. The difference in organizations, however, is one thing...a strategy.

Yes, organizational life becomes quite simple when you have a little thing called a *strategy*. No matter how chaotic or complex business or organizational life gets, a strategy will simplify tomorrow *and* today.

I want to be clear on what strategy means, however. When I say "a strategy" I *don't* mean a plan, a mission, a vision, a direction, values, goals, or priorities. When I refer to a strategy I mean the same thing every time: one strength that you choose to rely upon to focus your organization and achieve your vision, goals, and all that other stuff.

That's right, picking one of your business' or organization's unique strengths and declaring it to be the one strength you want everyone to remember about you will simplify your tomorrow in so many ways.

Here is how it works. The human mind can only reliably remember one thing in advertising, in conversations, and about your business or organization. You want to control that one thing they remember about you. When you know what your customers, congregation, association members, etc. want and value, you can choose a unique strength that will stand out in their minds and you unite your business or organization behind that strength. Of course you will still have many other strengths and values to offer. Your one unique strength—your strategy—will just be your banner strength that presides over all others.

Your strategy will not only be memorable and valuable to those who use your products and/or services, it will be the glue that holds your business or organization together.

Here is how you can use a strategy to simplify tomorrow's life today – in organizations:

A single, unique strategy (strength) can...

- **Differentiate** your business and organization from your competitors by having a single unique focus. *Non-profits, remember, you have competitors too—those who compete for volunteers, donations/budget dollars, etc.*

- **Unite employees** behind a single focus—everyone supports the same strategy.

Increase efficiency by providing a single focus—if an activity does not support your strategy, you just don't do it. It's that simple.

- **Increase productivity** by using a single focus—all resources support one strategy.

- **Simplify everyone's life** by providing a single focus for all efforts within your business or organization. When you know the strength you have chosen to rely upon to win success, you have a guide post to turn to no matter how chaotic or complex business or organizational life may get. When in doubt...check your strategy.

For more information on strategy examples and how to develop a truly effective one, e-mail me and I'll help you out.

Remember, simplifying your life at home, at work, and in organizations, like balance, is a process...not a destination. Keep at it, you are doing great!

For a change of pace, the next issue will look at balancing tomorrow, today – for Teens. Don't miss it!

If you have any issues or concerns regarding teenagers, e-mail me and I'll try to fit it in.

Dr. Stacie Morgan is the author of **The Leader's Guide to Strategy in Crisis**. How to unlock the power of strategy (New Strategy Press). For more information visit her website at www.balancedmanagement.com or e-mail her at stacie@balancedmanagement.com.