

BALANCING TOMORROW, TODAY™

by Dr. Stacie



Have you ever headed for a well-earned dinner out only to discover your favorite restaurant closed down? Have you ever fallen in love with a product only to learn it has just been discontinued? Or, even worse, have you ever gone into a store to buy your favorite product but left without it because the salespeople were so unhappy that they could not seem to help themselves from taking it out on the customers? We've all seen this at some time or another, but what we may not have realized is that these are all symptoms of jealousy in organizations. Whether your company sells products or services, or are a non-profit organization, you'll learn that your success tomorrow, as well as today, depends upon your ability to balance tomorrow's *jealousy*, today – in organizations.

Customers can experience the fallout from organizations' jealousy in many ways. When businesses act on the jealous impulses of their leadership team in the process of shaping their competitive direction, they distract themselves from their true path and their unique value. They change products or product lines, become slave-drivers to their employees, and act so much out of jealousy that they lose track of what is truly important to their unique success and they go out of business. So why do they do it? It is an age-old question, but I think the answer lies in reflex mostly.

Local businesses, large corporations, and non-profit organizations are all run by...you guessed it...human beings! Yep, folks. If you and I can become blind-sighted by jealousy, so can organizational leaders. Unfortunately, those who own and run companies and associations, also have the pressures of insuring the organization's survival and providing a paycheck to all of the employees that work for them. In addition, there are ancient (now antiquated) competitive practices that continuously feed this jealous monster and impact all of their major decisions!

What happens in an organization is innocuous at first but quickly snow-balls into an out of control force with a direction and motivation of its own. It can start with a competitor offering a popular product or service. You react by thinking, "Hey, I want to sell *that* product or service!" So, out of competitive jealousy and what we call a knee-jerk reaction, you change or add this popular product or service to your offerings. This shift in your competitive direction may or may not have a huge impact on your success today, but it you continue to operate this way it will have a huge effect on your success tomorrow.

The first thing I want to say is don't berate yourself. You are human and this is how businesses have been reacting since the dawn of time...or there about. The second thing I want you to realize is that there is a better way to be successful today *and* tomorrow. When you focus on your organization's KEY value to customers and the marketplace, you are less easily swayed by the tactical maneuverings of your competitors. When you know your value, you can follow your own path and start to develop an immunity to jealous reactions.

Here are some tips on how to balance tomorrow's *jealousy*, today – in organizations:

- **Adopt an infinite mindset** – There is enough business for everyone. My getting more does not mean you get less.
- **Figure out your KEY value** – Know the one unique strength that differentiates you from you competition.
- **Lead with your KEY value** – Follow your own path of delivering unique value to your customers. Don't compete head to head!
- **Develop a new discipline** – Do not sway from your key value. If your current or desired activities don't support your unique value DON'T DO THEM! It is that simple.
- **Call on a friend** – If you are tired of competing head to head and slashing your prices but don't know what your unique value is, ask someone who knows you and your business well, your customers, or me. We'll be happy to tell you what we think!

Keeping a business or non-profit organization going often seems to get harder and harder. Your customers understand that balancing jealousy is a process. Getting them involve in this process can build customer loyalty and satisfaction, as well as helping you determine your unique value. So find out today why customers will choose you tomorrow!

Dr. Stacie Morgan is an international speaker, consultant, and media personality. She 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.