

How Sharp Is Your Competitive Edge?

Speed of change has become an important element of strategy.

For owners and managers who have to establish the strategic direction of an organization, it is frustrating to constantly have to make one tough decision after another. By standing still, we risk falling behind our competition and dulling the competitive edge. Adapting to change is complex and challenging. Continuous change makes it more difficult for a company to establish a clear direction. As a result, many owners and managers evaluate decisions via trial-and-error; worse yet, some simply avoid making such decisions altogether. Both strategies make it difficult to get everyone focused and on the same page.

Who is advising you?

A trusted advisor earns the right to ask questions about challenges facing the organization. Building trust between companies takes time and commitment. In 2006, Glockner Toyota focused on resolving its most demanding issues, and consequently earned Toyota's President's Award. In addition, Glockner Toyota was one of only five President's Award dealerships who scored 100% on their evaluation. As a result, the Glockner family was noted in the September (2007) edition of Time magazine.



A universal situation.

The Internet has sparked another business revolution. Due to the availability and exchange of information, change is taking place at warp speed. For most businesses, the speed of change inside an organization is not able to keep up with the speed of change on the outside. The result is complexity, which leads to confusion and added cost. We must rethink how people work together.

The organizational structure is changing.

The traditional business structure is evolving. As members of an organization interact more as peers, structure becomes more horizontal, as opposed to a vertical hierarchy. Leaders are frequently bombarded with one tough decision after another. Some managers barricade themselves inside their offices to get their own work done, while under-managing a disengaged workforce. The complexity of these factors, along with the customers' demands of an emotional experience, makes it difficult to sharpen the competitive edge.

Download the free White Paper at www.leogillen.com discussing how to reduce complexity while adapting your organization to today's ever-changing business environment. You may also call (740) 9470-2700 to discuss in greater detail how this approach will help you sharpen your competitive edge.