



# Leading Your Business Forward: Aligning Goals, People, and Systems for Sustainable Success

*John Pyecha, Shane Yount, Seth Davies, Anna Versteeg*

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## **IF YOU CAN READ A GPS DEVICE, YOU CAN NAVIGATE--AND SUSTAIN--YOUR COMPANY'S PATH TOWARD DRAMATIC GROWTH AND PROFIT**

**SIMPLE IS BETTER!** Businesses today are overwhelmed by complex, expensive, and time-consuming initiatives. These ideas sound great in the boardroom but fail when deployed in the real world. You need a business tool that takes your organization where it needs to go and is so simple and repeatable that anyone can use it. Just like a GPS helps get us where we are going, *Leading Your Business Forward* lays out a proven but simple process that any business can follow! Using the same five simple steps in every car's global positioning system--Acquiring, Settings, Where To, Recalculating, and Arriving--this book demonstrates just how quickly you can energize and transform your workplace. *Leading Your Business Forward* utilizes a simple Leadership GPS to show you how to:

- DETERMINE YOUR ORGANIZATION'S LONG-TERM GOALS
- ENGAGE YOUR STAFF TO WORK TOWARD THEM
- GAUGE AND IMPROVE PERFORMANCE ON AN ONGOING BASIS
- MANAGE SUCCESS SO IT STICKS

You will learn how to apply GPS-based methods to mobilize operations while incorporating "destination-focused" initiatives. The authors explain why high-performing companies devote enormous energy toward three vital components: goals, people, and systems. And while the world's most profitable corporations all share a clearly defined vision and mission, what's often missing is a direct link between tactical operational goals and strategic direction. Not anymore. With *Leading Your Business Forward* you'll learn to incorporate measurable goals into your company's daily regimen. Plus, you'll have the management tools to maintain teams that are engaged, focused, accountable--and poised to drive results.

*Leading Your Business Forward* provides everything you need to determine baseline indicators of capability and measure employee engagement, while setting a course for transformation--from the inside out.

### **Set Your Company's Course for Unparalleled Growth!**

Over the past decade, business leaders have been given a number of different road maps to success, all of which promised viable how-to solutions for business growth. They were very good maps, yet, with few exceptions, they did not guide us to a sustainable level of success.

### **What's missing? A true GPS for leaders.**

Utilizing the five simple steps associated with your car's GPS system, this guide shows executives how to manage expectations and measure employee engagement and accountability while boosting productivity. Having brought their critical insight and innovation to bear at firms like Michelin Tire, Harley-Davidson, Learjet, Lockheed Martin, Boeing, Styrolution, DuPont, Boar's Head, Kroger, Revlon, Pfizer, Genentech,

and Merck, the authors now present the ultimate resource for leaders.

**LEARN HOW TO:**

- ESTABLISH KEY BENCHMARK INDICATORS
- DESIGN LEADERSHIP "PARAMETERS"
- SET DESTINATION GOALS
- TRACK COMPANY PROGRESS AND INCORPORATE ACCOUNTABILITY
- DEFINE BEHAVIORAL EXPECTATIONS AMONG STAFF
- IMPLEMENT BUSINESS-FOCUSED SCORECARDS TO EDUCATE, MOTIVATE, AND FACILITATE

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