



Presents:

Overcoming The Five Barriers To Business Growth

By Will Phillips

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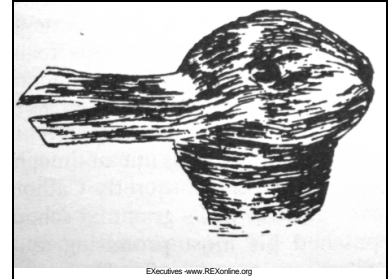
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The Underlying Challenge

You Can Not See It All
we think we see the world as it is,
but we see it as we are.

Anais Nin

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Five Beach Ball CHALLENGES

1. To work on your business not just in it.
2. To solve problems not just symptoms.
3. To let go and move on.
4. To make good decisions.
5. To be supported.

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1-Balancing Urgent and Important

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Typical Life

- E mail
- Phone messages
- Fed Ex
- Voice Mail
- Walk Ins
- Emergencies



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Short Term Mind

- Urgent
- Impatient
- Responding vs. thinking
- Undisciplined
 - Goals do not drive actions and agendas
 - Trojan Horses abound.

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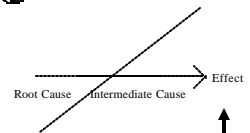
Breaking The Cycle

- Beginning the day-Choose your attitude
 - [Nightingale.com]
- Review Goals and Derived Actions
- Create Getting Better Time
 - Personal
 - Business
- Armor it
- Getting Better Team
 - [Responsible Managers Get Results chapter 12 see www.REXonline.org]

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2-Seeing Causes



See: Firefighting article at
www.REXonline.org

What we call problems are
really SYMPTOMS and
show up here.

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Dangers Of Reverse Causality

- Children in middle school show an almost perfect correlation ($r = .95$) between height and lengths of pants.
- High performing companies have strong cultures.

Culture → Performance

Performance ← Culture

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In the Club Word

New members who visit 8x in the first 8 weeks, stay longer!

OR

Members who stay longer visit more in the first 8 weeks?

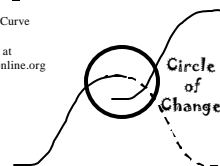
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3-Letting Go



See the 'S' Curve article and Assessment at www.REXonline.org



Read more and assess your club at www.REXonline.org
<http://www.REXonline.org/club/REXclub.php?action=scurve>

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Stop List

- What will you let go of?
- What will your business let go of?
- Stop doing?
- Stop Assuming?
- So you can move on and stay on the wave?

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4-Making Good Decisions

Short Term Business Functions:
 -Sales-Operations-Accounting -Personnel

Long Term Business Functions:
 -Marketing-R & D-Finance-Human Resources Development

How many of the 8 functions do you excel at?

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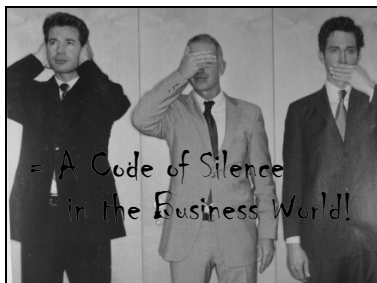
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Other Challenges

- Style-Big picture-Small picture
- Experience-Scottsdale-SE LA

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Only One Factor Helps

An irreverant search for the truth!

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The Price For Truth?

•Your Vulnerability

- See Five Dysfunctions of a Team –Patrick Lencioni
- Reviewed at www.REXonline.org

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The Barriers to Truth

Your Desire:

- to be right
- to be in control
- to avoid discomfort

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5-Support

- Who really understands YOU?
- Who encourages you to follow through?
- Who encourages you to take risk?
- Who appreciates what you do?

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The Solution

- An informal board of peers
- An advisory board
- Business leaders
 - not Attorneys, Bankers and CPAs
- Non competitors
- Meet regularly
- Get vulnerable and find truth!

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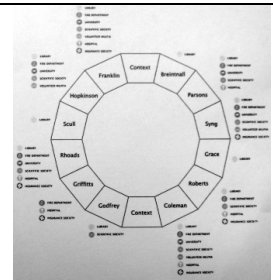
The First

- Benjamin Franklin
- The Junto



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Second Appearance



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Third

- Napoleon Hill
- Mastermind Groups



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Fourth – AssociationS

- Every new industry association
 - When it had less than two dozen members
- As association grows
 - Senior CEOs attend less
 - Same STUFF
 - Or prefer the bar meetings with buddies
 - Honesty grows as the evening goes
 - But the brain declines with alcohol
 - Or AI joins and he never stops talking or never sets his ego aside and I leave.

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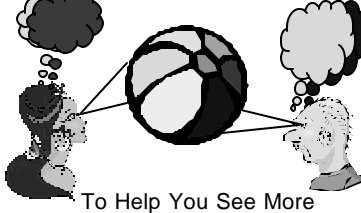
Fifth

- Study Groups.com and Dialogue
- MIT studies
- Industry Peer Networks

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All Five Provide A Parallel Peer



To Help You See More

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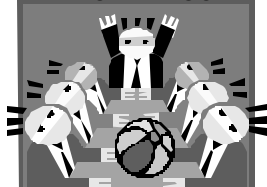
Or Complementary Team!

Willing to
Speak Up
and
Ask Up



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Team Work In THE BOARD ROOM ?



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Loss of Value &/or Ethics

- Enron
- Tyco-\$750,000,000
- World Com-Ebbers: 25 yrs.
- Health South
- Polaroid
- Arthur Anderson
- United Way
- Four Mutual Funds \$2.5b
- Kodak
- Adelphia \$700,000,000
- ATT
- Milwaukee Art Museum
- Sunbeam
- Cendant
- New York Historical Society
- Waste Management
- LTV Steel
- K Mart
- Wamaco
- US Air
- Time Warner \$510,000,000
- Mattel
- Hollinger
- Kmart

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AN EXAMPLE

- 16 cardiac surgery teams.
- Using new technology for 12 months.
- 8 teams reduced average time 10% in 12 months.
- 8 teams cut time 50% in 12 months.
- Why?



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Developing The Missing Ingredient

- Build Your Team
- Build A Master Mind Group
 - REXonline.org
 - Management Briefings
 - Getting Better

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- Join An Executive Group
 - YPO
 - TEC = Vistage
 - Renaissance
 - The Advisory Board
- Join An Industry Peer Group
 - REX Roundtables
 - NEHRSA Roundtables
 - Faust Management

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Updated Handouts
and
Resources cited
will be posted on
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In about 3 days.

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