

DELIVER RESULTS

While we effort is important, our clients expect results. Follow-up on everything and take responsibility to ensure that tasks get completed. Set high goals, use measurements to track your progress, and hold yourself accountable for achieving those results.

It has been said that a goal is only a dream if it has no deadline. Dreams are great and critical to bringing something new into existence that has never been explored, but without follow through dreams remain elusive. Have you ever met a dreamer with amazing ideas, but they never seem to succeed? I explained to Neev one night at bed time that the difference between billionaires and the rest of us is not what most people think. Most think that billionaires have brilliant ideas and dreams that come true. This is false. What they have is the WILL, the STRENGTH, STAMINA and DISCIPLINE to bring their dreams into reality. How do they do that? They take responsibly for everything, they measure their success and hold themselves and those around them accountable all the time. Great ideas are all around us. As my mentor Norby Winter used to say, they are a “dime a dozen, but the guy who can implement them, he’s golden.” If this is the case, why aren’t we all billionaires?

Let’s look further. Great ideas are everywhere, and they are generally not owned by anyone. Whether it’s taking 5 cents worth of coffee and charging \$8.00 (Starbucks), delivering packages to every door in the world in 2 days (AMAZON), creating a digital chat room with pictures (Facebook), make computers and phones beautiful and easy to use (Apple), the ideas are everywhere and the surprising news they are not invented by rocket scientists. In fact, none of these guys actually had the ideas themselves that made them rich, they took them from someone else and ran with them.

More importantly, if you look at how these titan’s built these massive businesses, you can see our fundamental of Delivering Results at work.

“Delivering Results” is the number one fundamental that determines our success as individuals and as a firm. Aren’t we ultimately all paid on results? As Tony Robins says, It’s simple, the bigger your results, the bigger your pay day.” Do you have the “habits” that support you to deliver results? Do you work off a to-do and follow up list? Do you have accountability around your short term and long term objectives? Do you have a method of receiving regular honest feedback on your results delivery/ performance? Do you have written goals both personally and professionally? Do you set a time frame for every commitment you make? Do you engage and enroll your co-workers in your goals, objectives and dreams?

This week, we are starting a learning consulting process with Alex Portnoy designed to move our firm along the path of achieving the Big Hairy Audacious Goals (BHAG) that I set for our company. I initiated this process with Alex to help us achieve the results we have set out to reach. Our BHAGS are: Reach 10 Billion in charitable for our clients and build a firm that can operate without me. I set the finish line for both of these at five years from now or the end of 2024. These certainly are Big Hairy Audacious Goals and I get so charged up when I just think and write about these! I know we can achieve them if we do them together and if we stay focused on our fundamentals and keep working hard to Deliver Results!

