

## BusinessMantra™

The *Mantra*™ bulletins are a resource for business executives and owners. Each bulletin is written by an experienced coach and covers topics that are relevant and important to the success of any organization. The bulletins are packed with proven and practical ideas that are simple to implement.

Read the *Mantra*™ and if you like it, tell the world. If you don't like it, tell us. Your feedback will help us improve future issues.

We allow readers to freely reprint these bulletins so long as they are printed in full including our contact information, without editing or any alteration. We request that you include this notice and our contact information when using or distributing our bulletins.

### IN THIS ISSUE

In this issue find out what some of the signs are when businesses are about to get stuck and what to do when those signs indeed occur.

### ABOUT US

PANDE Associates Inc. (PAI) advises CEOs, boards and executives on leadership development, strategy formulation and strategy execution.

PAI helps organizations get to the next level through a combination of the coach's experiences and the tools of the CEO

Advantage™, a proven process built on the great works of Jim Collins, Patrick Lencioni and Verne Harnish.

Prafulla Pande is the owner of PAI and an authorized licensee of the CEO Advantage™.

For more information on how PAI can take your business to the next level and other *Mantra*™ bulletins, please visit us at [www.pandeassociates.com](http://www.pandeassociates.com).

## Will Your Team Win The Olympics?

You want your business to keep moving forward and upward but do you have a team that will win medals in the Olympics?



I want to share a very telling story that someone told me:

Once two competitors that we will call companies A and B decided to find out who is better between the two. Instead of comparing the businesses they decided to do this through a race, a boat race. Each company was allowed to field a team of eight people for a five-mile race.

Both companies assembled their teams. They practiced and trained and they got ready. And then came the big day. A lot of people assembled to watch the big event. Who will win, Team A or B was the question on everyone's mind?

The race was not even a contest because Team B lost by a mile.

Extremely dejected company B decided to find out why they had lost by a mile. They assembled a cross functional team made up of the CEO and vice presidents of marketing, finance, purchasing, operations, human relations, technology and customer service. After three months of intense investigation, they had their answer.

They found out that Team A (the winning team) had *1 person steering and 7 rowing*. Their team (the losing team) had *7 persons steering and 1 rowing*. No wonder Team B lost.

Do you get the point?

The point is that you cannot win when seven people are trying to steer whether it is a boat race or a business. 7 people steering shows a clash of egos and serious lack of alignment.

So what is alignment?

## FROM THE COACH'S TOOLBOX

Write down three goals that you want to achieve for each of the three years coming up. Make sure your 1 year goals are aligned with the second and third years and second year is aligned with the third year.

Write down all the activities you are involved in at the present time.

Check off all the activities that support your goals that you wrote down. All activities that do not have check marks are not supporting your goals yet consuming time and draining your energy. Get out of them NOW.

In the future when you are tempted to add new activities, put them through this test before taking them on.

Sincerely,

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the **CEO** | advantage™

If you are interested in a particular topic or you have a question regarding the topic covered in this *Mantra*™, please write to [ppande@pandeassociates.com](mailto:ppande@pandeassociates.com)

Just think of your car. All the four wheels of your car must be aligned. If they are not, you cannot steer the car properly. Aligning the wheels of an automobile requires making some mechanical adjustments. Aligning business executives requires a lot more and therefore costs more too.

Imagine that your automobile is your business. Now imagine that you, the CEO is the steering wheel and the four wheels are marketing, operations, finance and human resource departments. When you steer these four departments, they will respond properly only if they are properly aligned.

Following are some of the areas that should be checked for alignment within the executive team of a business:

✚ Vision: The CEO has a vision for the business. Does the executive team share the CEO's vision? Purpose: Everyone on the team including the CEO has a definition of the purpose of your business. Is everyone's definition the same?

✚ Passion: Everyone on the team is passionate about some aspect of your business. Does the executive team share the CEO's passion?

✚ Strategy: Are all the executives on the team totally on board with the strategies being adopted to take the company to the next level, or they are going along with the CEO simply to avoid disagreements?

✚ Priorities: Does the executive team including the CEO know what their #1 priority is at all times and do the individual priorities align with the #1 priority of the business?

These are simple concepts that are frequently ignored. That is why many businesses are losing the race. *Do you want to lose the race by a mile?*

### What is a winning team?

A winning team is one where the team members have implicit trust in each other. They are willing to engage in vigorous debate on issues without fear of reprisals and ego clashes. They are committed to each other and hold each other accountable for actions and results. They are not driven by personal agendas, never take credit and never blame others.

These concepts are applicable to executive teams, project teams, department managers, and individuals when there is a need to collaborate.

Creating strong teams requires commitment and hard work. It is not easy and takes time. The price paid for lack of executive alignment is staggering and sometimes fatal for the business. If you want to build a successful business start building a strong executive team. Start by building trust and creating alignment **within your team**.