

PREDICTABLE SUCCESS

Getting Your Organization on the Growth Track – and Keeping It There

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The Web site for this book is at www.PredictableSuccess.com.

ISBN 9871-77544-651-4

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MAIN IDEA

Every business goes through regular and periodic stages of growth and then decline. This pattern of organizational development has traditionally been termed the "Lifecycle of a Business" and is a well-known phenomena.

From the perspective of a business owner, however, you always want your company to be positioned in the sweet spot at the top of the cycle. This sweet spot is the "Predictable Success" zone. When you're in this zone:

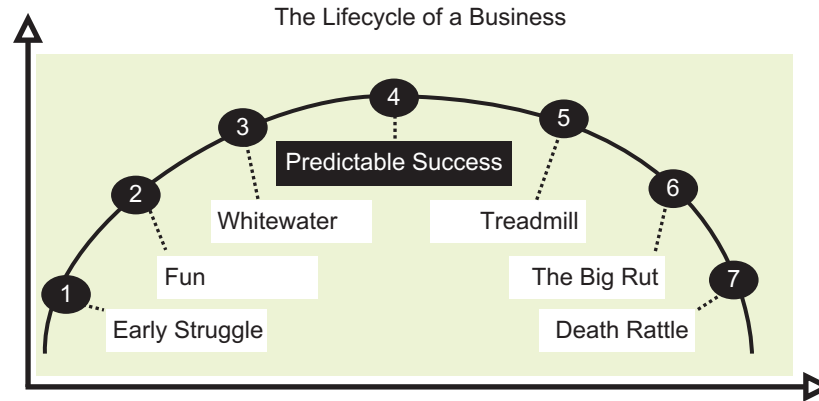
- You've assembled a team who know what they're doing and what they need to do better to grow the business further.
- You move towards your goals consistently and systematically rather than haphazardly.
- You know why you're a success and you use that information to sustain and generate even more success and growth over the long haul.

Predictable Success is never the direct result of an organization's age, resources or even culture. The real challenge of business is to stay at the top of the lifecycle. When things come along with the potential to move you away from this sweet spot, you've got to respond appropriately.

To be a long-term success, get your organization into the Predictable Success zone and stay there. If you can do that consistently well, you've unlocked the success code for your enterprise and that's going to be your most impressive achievement.

"Predictable Success is a state reachable by any group of people – any organization, business, division, department, project or team – in which they consistently (and with relative ease) achieve their common goals. Those of us who manage groups of people want to get to Predictable Success for a simple reason: It's much easier to manage a group when they – and you – know how to be successful. Managing an organization that is in any state other than Predictable Success is a trial of nerves: The organization may or may not be successful and even when it is successful, it's hard to tell why or to 'capture' that success so that it can be repeated."

– Les McKeown



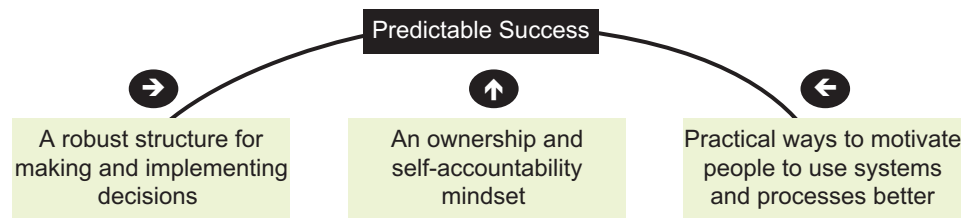
1. How to move towards Predictable Success Pages 2 - 3

When an organization is young, you've got to keep it moving forward and developing until you hit the sweet spot where Predictable Success happens more naturally. To get to Predictable Success, you've got to move through three stages:

- Early Struggle – where you're trying to get cash to survive and validate your market.
- Fun – where your sales are starting to take off.
- Whitewater – the growing pains as you shift focus from sales to profitability.

2. What Predictable Success looks like – and how to stay there Pages 4 - 6

Predictable Success is all about achieving your goals and objectives with a consistent effort generating replicable results. When you're in this zone, you know why you're successful and you use that information to keep steadily growing over time. To keep your organization in the Predictable Success zone long-term, you'll need three elements:



3. How to stop moving away from Predictable Success Pages 7 - 8

If you're not careful, your organization can overshoot Predictable Success and start declining. When this happens, you've got to move back to that sweet spot again. The three stages of decline which you want to work to avoid are:

- Treadmill – where you become risk-averse and dependent on processes and policies.
- The Big Rut – where processes and administration outweigh action and results.
- Death Rattle – where a bankruptcy reorganization or being acquired happens.

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