



2010: The Year of Accelerating Results

By [Brownell Landrum](#)

2009 was called the “Year of Innovation.” But what good is innovation without results? And, in today’s volatile economic environment, unless results happen fast, they may not happen at all. Whether it’s “make it or break it” time, or a need to get out ahead of the pack, 2010 is going to be the Year of Accelerating Results. Are you ready?

Three critical components are required to achieve results: (1) Team Ownership, (2) Team Performance and Diversity of Thought, and an (3) Efficient and Comprehensive Results Process. If your organization is missing or lacking in any of these three areas, achieving results will feel like an uphill battle. However, when all three elements are aligned, your teams will have greater focus and engagement toward the attainment of results in as little as 30-90 days.

The traditional “top down” management approach hinders the attainment of results, for several reasons. First, because it depends on the knowledge and expertise of only a few individuals, it limits the expansion of knowledge. Second, it feels oppressive. When ideas, plans or programs are “forced down” on others, there are usually one or two responses: to “obey” or to “rebel.” Compliance blocks creativity, and rebellion scatters focus – both of which severely limit an organization’s ability to achieve results.

The solution is to have a system and process to engage Team Ownership in delivering strategic initiatives. Dan Ariely, in his book, “Predictably Irrational” discusses the “Ikea Effect,” which suggests that when people build something themselves, they feel a greater sense of ownership. Similarly, when teams use their collective knowledge and experience to create their own programs, solutions and plans to meet the corporate objectives, there is more engagement, enthusiasm and commitment to achieving their goals.

The second critical component to results is optimized Team Performance. When leaders in all industries are asked the question, “What are the barriers to success?” their answers invariably include, “conflict,” “gaining commitment,” “poor communication: “resistance to change” and other references to breakdown in team performance.¹

Bruce Tuckman’s Model of Team Development asserts that there are four stages of team development: Forming, Storming, Norming and Performing. “These phases are all necessary and inevitable in order for the team to grow, to face up to challenges, to tackle problems, to find solutions, to plan work, and to deliver results.”² To get teams through the “forming” and “storming” stages, it’s crucial to have a safe and effective process to facilitate understanding of individual diversity, thereby identifying the sources – and solutions – for conflict.

¹ For more information and articles on this and related subjects, contact us at: info@DrawSuccess.com.

² Source: Wikipedia



The third critical component to success is having a well-defined, comprehensive and efficient step-by-step Results Process which includes a brainstorming process, idea prioritization, measurements analysis, securing required resources, identification and overcoming possible barriers, and, of course, assigning tasks, roles and timelines.

The combination of these three Critical Components virtually ensures the acceleration of results. While companies in the past may have succeeded without them, the new reality will only reward those who actively focus on all three.

Brownell Landrum is a nationally recognized speaker, author, and founder of the DrawSuccess Program, a patented process to accelerate results through the intelligence of teams. The DrawSuccess Program simultaneously integrates all three of the Critical Components in a proven 30/90 day program. For more information, contact Brownell: Brownell@DrawSuccess.com or visit www.DrawSuccess.com