

## What Every CEO and Company Director Must Know

***Regardless of industry or business circumstances, four complementary disciplines drive enterprise health and value.***

- **Talent Management:** Performance ultimately depends on people. Always put the best team on the field. “Get the right people in the right seats”; then, engage them, develop them and retain them. Best-in-class, on-line assessments and surveys hold the key.
- **Operational Excellence:** Measure and manage what matters; do it well. Operate ONE system with ONE goal: “create more value now and in the future”. Underwrite continuous improvement – i.e. systematically sequence stair-step advances in goal attainment.
- **Value Innovation:** Deliver unprecedented utility to masses of buyers, at accessible prices, and with profitable business models. Achieve leaps in value for customers, shareholders and employees, alike. Then do it again.
- **Thinking-enabled Enterprise™:** Harness the ultimate business resource. Think more, think better and think differently<sup>SM</sup>. Create win/win outcomes for the business and its employees. Dramatically improve performance and productivity in every enterprise activity.

***Companies that fail to practice all four disciplines to world-class standards will underperform.***

These straightforward solutions operate with extreme effectiveness (i.e. delivering three-, four- and five-digit IRRs), with no risk or exposure, whatsoever. In fact, all of the downside lies in the “do-nothing” alternative! Moreover, these disciplines reside largely in the public domain, pretty much “free for the taking”, yet supported by comprehensive “how to” documentation.

So why haven’t most Fortune 1000 firms already implemented? For decades, talented individuals, several levels down in those organizations, have taken most of the initiative with these high-performance solutions, but without much awareness or encouragement from top management.

Many very well regarded firms have applied one solution or another, in one or more instances, with great success; but, very few have extended their commitment to all four solutions, enterprise wide. Those discipline gaps define profound leadership opportunities.

CEOs must lead, with support from their Boards and the rest of the C-suite. Otherwise, enterprise stakeholders can only hope that good things bubble up.

With subject matter expertise in all four disciplines, Vision21 offers CEOs clear paths forward, with easy first steps, fast traction, assured success and exceptional returns on thoroughly manageable initiatives. Go ahead, challenge anything you have read, here; ask questions; learn more; email: [r.melrose@vision21.us](mailto:r.melrose@vision21.us).