



The banner features a portrait of a man in a suit on the left. The main text reads "Corsini's Point of the Week™" in a large, white, serif font. Below this, it says "January 26, 2009 — Part 2 of 4". On the right side, there is a 3D bar chart with five bars of increasing height, each topped with a different colored diamond. A red arrow curves upwards from the first bar to the fifth, with the text "7F₃ of True Success" written above it. The entire banner has a dark olive green background.

Plan Ahead If You Want to Go Far

We're continuing our discussion about creating traction and momentum in this turbulent economy. A feature article in the local Birmingham newspaper inspired our ideas on how you can get off to a fast start in this New Year. **I, along with a few other consultants, answered several questions about working smarter right now.** (To see the first question and my answer to it, go to www.corsini.com and click on e-newsletters to access our archived Points.)

Here's the second of the four questions, followed by my answer:

“What are the one or two things (businesses) should make sure they do heading into the New Year?”

First and most importantly: **Have a plan. Know where you want to go and how you need to get there.** For some organizations, this will be a formal, comprehensive plan. It will be a one-, three- or maybe five-year strategic plan involving lots of people in the organization from the top leadership on down. For other companies, we're talking about a one-page outline of the firm's 12-month goals, key issues and opportunities. For others, it might simply be a marketing calendar.

Whichever approach a company takes, **I recommend establishing two important To-Do lists: a “do more” list and a “stop doing” list.** The “do more” list focuses on doing more of what currently is working for your organization. **Figure out what's profitable and productive to your business, and concentrate your energies there.** Then, **challenge yourself (and your coworkers or employees) to “stop doing” those activities and approaches that are out-of-date, of little value or just plain busywork.**

Once again, my answer to the newspaper's question (and indeed this entire series of Points) mirrors my executive coaching sessions, where I'm encouraging a fast start followed by consistently quick responses to this unpredictable, unstable economy. In addition to our coaching efforts at CCG, **we, as strategic planners, are available to facilitate your company's unique planning process.** Give us a call if you'd like a hand; we'll help you and your team get off to a great start!

CORSINI'S POINT

We can't overemphasize the importance and power of planning. Having a plan is perhaps the very best way to ensure success. Yes, it takes time; but that's time well spent if you use your plan as a working tool to take you and your company

QUOTE OF THE WEEK

“Plan your work for today and every day, then work your plan.”

— Norman Vincent Peale

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If you have received this email in error or if you no longer wish to receive it, please email admin@corsini.com to be removed from our mailing list. We apologize for any inconvenience.

forward. Take time to create your two important To-Do lists—a “do more” list and a “stop doing” list. Strategize on what's working well for you, and then do more of it. Conversely, figure out what is wasting your time, and stop doing that today.

Next week, we'll focus on how the recent change in government will affect you and how you do business. Meanwhile, if you know of someone who would benefit from our Point of the Week messages, please email Briana Dudley at briana@corsini.com and she will be happy to add them to our subscription list.

Do What You Do Better™ *with Strategic Planning*

At CCG, we ask the right questions so you can formulate a truly strategic plan for your business—one that you can put to work immediately.

Our structured, accountability-based model helps leadership teams—as well as top leadership at privately held firms—stay focused, become better organized and reach the goals they've set. As vision becomes a reality, success is realized.

It's all about having a workable plan and then putting that plan to work for you. That's how you Do What You Do Better.

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