

THE IRRESISTIBLE GROWTH ENTERPRISE

Breakthrough Gains From Unstoppable Change

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MAIN IDEA

From time to time, irresistible forces arise which permanently alter the general business climate. The usual corporate reaction to the arrival of these forces is to put everything into an effort to fight them and preserve the status quo. In marked contrast, smart organizations change their business strategies to harness those external forces and generate quantum leaps in corporate performance – often in the magnitude of 20 times better results using the same or less resources.

Many times the main barrier to successfully exploiting external irresistible forces are fixed internal ideas about how the organization should respond to change. To overcome this barrier, a two stage process is required:

Stage 1 – Understand why organizations resist irresistible forces rather than embrace them.

These ingrained habits and patterns of thinking are "stalls" to productivity. Often, organizations aren't even aware their existing patterns of thinking and behavior hinder their ability to perform better.

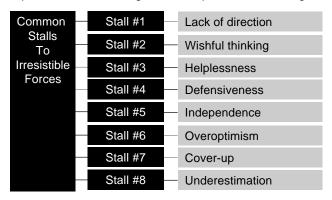
Stage 2 – Develop a new set of habits that continually realign the organization with irresistible forces to maximum advantage. Realigning the organization to take advantage of irresistible forces is an ongoing process with eight steps. Effective organizations are go through these steps again and again to generate growth on a regular basis.

Irresistible growth enterprises are those organizations that continually realign their business models and strategies to take full advantage of any and all irresistible forces in the marketplace. They are the rapid growth companies who not only outperform their competitors but leapfrog them.

The future belongs to any organization which can become an irresistible growth enterprise because, no matter how the future unfolds, they will be positioned to excel.

All business organizations have ingrained habits and patterns of thinking which can hinder their ability to perform better when new irresistible forces arise. The most productive organizations are continually on guard to make certain those habits and patterns don't impede their ability to work differently and creatively when new irresistible forces arise.

In particular, irresistible growth enterprises avoid the eight most common productivity stalls:



Stage 2 - Develop new habits that continually realign the organization with irresistible forces. Pages 5 - 8

To achieve impressive growth, it isn't enough simply to avoid fighting an irresistible force. The business organization must realign itself continually with those forces, and replace older business habits with newer, more productive habits.

An eight step process for developing new business habits which are aligned with and take advantage of emerging irresistible forces is:

How To Harness Irresistible Forces	1	_	Find the right measurement metrics.
	2	_	Develop your own leading indicators.
	3		Anticipate future best practices.
	4		Be first to adopt those best practices.
	5	_	Identify what would be the ideal.
	6	_	Come as close as possible to that ideal.
	7	_	Build a great team.
	8	_	Never rest on your laurels.

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