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*Achieve Revolutionary Results*

## Focus

*Strategy Development + Quality Measurement Systems +  
Courage in Decision Making = Outstanding Results*

1. Sunday Afternoon Drive vs Destination Management
2. "I think" vs "I know"
3. Sad Decisions vs Tough Decisions
4. Surviving vs Succeeding

### **Sunday Afternoon Drive vs Destination Management**

- a. Sunday Drives are paternalistic, listless and ego dominated.
- b. Destination Management is purposeful and deliberate. Everyone can stay on board because they know the spot you are driving.

### **"I Think" vs "I Know"**

- a. I Think – the biggest title in the room is always the smartest
- b. I Know – information lights the path to the spot on the map you selected by employing Destination Management

### **Sad Decisions vs Tough Decisions**

- a. So many political and business leaders almost thrive in a Pattonesque tone to make the "tough decisions". But with clarity of vision and information guiding the organization, there really aren't very many tough decisions.
- b. Sad Decisions come from implementing the reasonably clear options in front of you, yet break your heart because of the emotional sadness associated.

### **Survivors vs Succeeders**

- a. Survivors get the fanciest title with the fanciest office space and coolest perks they possibly can – and hold on for as long as possible. Survive at all costs.
- b. Succeeders routinely put their personal survival at risk in order to drive organizational success.

### **Tips:**

1. Financially driven organizations are not the same as financially successful ones.
2. Clearly identify success.
3. Have a plan rather than a budget.
4. Actually BE in charge – rather than demonstrate you're in charge.

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