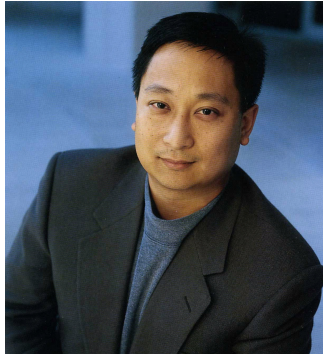


Mastering the Rockefeller Habits



Key Note: 4 Decisions All Growth Companies Must Get Right! People, Strategy, Execution & Cash

People

Core Ideologies

Core Ideologies are made up of Core Values and Core Purpose. Core Values provide the handful of rules that will remain constant and provide your company with a strong cultural foundation.

Organizational Structure

Organizational weakness keeps your company from growing. By clarifying responsibilities and accountabilities for each role your company is positioned to grow.

Strategy

BHAG™

According to Jim Collins, the *Big Hairy Audacious Goal* is a 10 to 25 year lofty goal that challenges the firm to greatness.

Brand Promise

The single most important measurable that matters to your customers yet makes you different from the competition.

X-Factor

A strategy to neutralize or blow up the main bottlenecks or chokepoints in your industry.

Execution

Priorities, Metrics and Dashboards

- Priorities - What are your Top 3 and Top 1 of 3?
- Metrics - Key Performance Indicators (KPI), Critical Number, Customer and Employee Feedback.
- Dashboards - A tool to measure the right things now so you can gain insight into the future of your business.

Meeting Rhythms

Meeting Rhythms are the daily, weekly, monthly, quarterly and annual meeting rhythm and the specific agendas that make them effective and practical.

Theme

An idea or image that transforms a managerial goal into a company-wide mission.

Cash

Cash Conversion Cycle

According to Harvard Business Review article, "Execution without Excuses," the Cash Conversion Cycle is the time it takes for \$1 of operational and COG expense to return to you as cash collected from your customer.

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