

Ch4 | *Sense of Urgency*

Turning Ideas Into Action

Here are several suggestions on how you can take some of the main ideas of this chapter and begin to implement them immediately. Some of them might work perfectly for you; others will need some adjustment and customization. Read them carefully and start thinking about how you can make them work for you in your organization.

- 1.** Develop multiple ways to encourage, support and communicate the need for the entire organization to embrace a strong sense of urgency.
- 2.** Clearly communicate the direction and key priorities of the organization so that people understand exactly what they should be focused on.
- 3.** Clearly communicate what is not a priority. Clients you don't want to serve, markets you do not want to compete in, projects that are not a priority. Help people understand what they should walk away from and say no to.
- 4.** Create a document that outlines the nine steps of effective team decision-making and begin utilizing that in every meeting where a team has to make a decision.
- 5.** Establish an advisory panel of customers, colleagues and talented people in your community to give you advice and guidance.
- 6.** Establish clear and aggressive timetables for accomplishing major priorities to ensure that people understand that fast action taking is critical to organizational success.
- 7.** Establish a committee to review all current processes, systems, and procedures and look for ways to reduce bureaucracy, red tape and anything that inhibits agility and quick decision-making.