

PREDICTABLE SUCCESS

HOW TO REACH AND HOLD THE SWEET SPOT

What Is Predictable Success?

Leaders should be like "flowing water"

When a stone falls into running water, the water is utterly indifferent to the motives of the stone. It simply responds accordingly, with minimal drama; when the stone is pushed downstream, the water quickly returns to its calm, still state.

Definition

Predictable Success is a state reachable by any group of people - any organization, business, division, department, project or team - in which they will consistently (and with relative ease) achieve their common goal. It is the apex of the growth cycle.

3 PHASES BEFORE PREDICTABLE SUCCESS

Phase 1

Early Struggle Phase

Phase 2

Fun Phase

Phase 3

"White Water" Phase

Early Struggle Phase

Early Struggle Phase

In this stage you must fight through to achieve "lift off". There are two problems to address inside this stage. If your business fails in this it will die. Careful- 2/3 of all businesses in this phase die.

Problem #1

Are there enough buyers for my product or service?

Problem #2

Do I have enough resources on hand to pay my bills?

How to get out of the Early Struggle Phase

Maximize your access to external funding.

Have laser-like focus on finding a viable market for your service.

Connect your funding to the viable market quickly. Avoid a fancy office - consultant fees - branding for now.

STRUGGLE

Fun Phase

FUN!!!!

Fun Phase

Once you have found a viable market and stabilized your cash flow then you move to this phase. It will grow very quickly. You may be tempted to overspend in this phase - DON'T.

DANGERS OF PHASE

Danger #1 of Fun Stage

The overfunded start-up that think it's n Fun but it isn't.

Danger #2 of Fun Stage

Out of Control Costs. This can occur because of having over-confidence with the growth.

Danger #3 of Fun Stage

Egomania is a danger. Early success leads to believing you can achieve anything.

White Water Phase

White Water Phase

Decision-making and execution mistakes happen during this stage. You will need to prepare yourself to devote much of your time and resources to trying to solve these problems.

The "white water" phase comes from the complexity of growth. Putting systems in place is harder than expected. Making the right decisions seems easy, but implementing decisions, and making them stick is incredibly difficult.

DEMAND > SUPPLY

HOW TO GET OUT OF
WHITE WATER PHASE



Create the Right Organizational Structure

Make sure there is a
"Clear line of site"
between all the
departments of the
organization.
REMOVE SILOS

PREDICTABLE SUCCESS PHASE

PREDICTABLE SUCCESS PHASE

In this phase systems and process are in place.

There is still an entrepreneurial zeal and creativity to push the organization forward. This is where it consistently achieve its goals.

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Letting the newly introduced systems and process lapse can lead the organization back into white water phase.



Introducing too many systems and processes to substitute creativity can push the organization forward out of this phase into the treadmill phase.



Some of those who grew with the company may leave at this phase. A new cultural of cross functional decision-making takes hold.



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Treadmill Phase

Treadmill Phase

When it becomes overdependent on the systems and processes that were implemented during the White water to push the organization becomes over-systematized. There is a Loss of "WOW!" Systems & processes turn inward against creativity and risk-taking.

Start in the Predictable Success Phase - while in that phase place "sensors" that will alarm you if you are entering Treadmill Phase.



Use real people as your "sensors" not a system/process, they should be truth tellers and given the permission to say what they see.



Give your top 3 executives an external coach. They should be coached on how to be outward-looking, being a visionary, creative and risk-taking.



MBWA - Management by walk around. Face to face time with middle management - their direct reports and line-man is important.



How To Get Out of Treadmill Phase

The Big Rut Phase

The Big Rut Phase

In this phase the organization loses sight of their mission, shifting their focus away from the customer and wholly onto the company itself. If you are heavy on bureaucracy - this is a DANGER!

✓ Heavy In bureaucracy

✗ Creatives leave frustrated

✓ Heavy In Administrators

✗ Visionaries leave frustrated

Death Rattle Phase

Death Rattle Phase

This phase signifies the end. Management is narrowly focused on upholding the tradition and staying faithful to the "way it's always been done". They aren't creative anymore and will eventually fall behind when new innovative competitors **DISRUPT** the market.

It will run out of resources eventually. →

It will become technologically irrelevant. →

The market or customer will move away because they are being ignored →

WHAT HAPPENS?

How to stay In Predictable Success Phase

Install and maintain processes

Install the "people" systems to alert that you are moving into treadmill phase.

Institutionalize innovation and risk-taking.

FINAL THOUGHT...

The lynchpin of the entire framework comes down to personal ownership and self-accountability throughout the organization: engaged, empowered people and teams who hold themselves accountable for delivering real results and who exercise structured creativity, innovation, and risk taking to achieve their goals.

PREDICTABLE SUCCESS GRAPH

