

Being A Dominate Kind of Company

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Many of you have heard me say the being competitive was a waist of time. I have explained that statement by adding, “being competitive means that your customers still have a choice, and it may be to do business with your competitor rather than you.”

Dominance is the KEY!!! Dominance means the choice is obvious!

YOU!!!

In a meeting the other day I was asked HOW?

OK... here you go!

- 1. Your business model must be based on a culture that drives execution to excellence across the entire supply chain to allow for supply on demand.**
- 2. Your business model must foster process design that guarantees quality and reacts instantly to orders and allows your people to work naturally in teams.**
- 3. Your business model must allow direct communication from your customers to your people.**
- 4. Your business model must allow you to make money and be profitable on every product or service in your portfolio.**
- 5. Your business model must support the continuous development of the talented people in your company.**
- 6. Your business model must support continuous improvement through aggressive daily problem solving.**
- 7. Your business model must have performance measurements that tell your people instantly when a problem occurs so that corrective action can be initiated.**
- 8. Your business model can't allow you to become complacent. My good friend Nick Turk once said, “Success breeds arrogance, arrogance breeds complacency, complacency breeds failure.” He is absolutely right!**

How many of these can you check off as being done?