

10 *Essentials for Driving Execution*



**Simple Tips for Moving
from Planning to
Completion**

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Dedication



To:

From:

“A good plan violently executed TODAY is better than a
great plan tomorrow.”

-- *General George S. Patton*

A Commitment to Execution



Today, more than ever, we're forced to deliver value at all levels and in all organizations. A big part of value is getting things done. It's good to have strategy, it's fantastic to have a detailed plan. Even a great concept or set of ideas are truly appreciated. With this being said, execution is what really matters.

Shareholders want it; stakeholders want it; executive management wants it; **EVERYBODY** wants it. I've committed my career as a presentation strategist to help both individuals and organizations get results.

I hope that the content, as simple as it may seem, can have a dramatic impact on your career, your organization, and on you getting results that you need to achieve.

At your service,

Tony

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Purpose



This book is intended to help you focus on and improve your execution skills. Ideally, after reading this book and evaluating your existing skill set, you should be able to:

- Better understand your own ability to execute
- Increase your awareness and skill sets on this valuable topic
- Implement new ideas on executing the basics

Dual Roles



While reading this book, consider ways in which it will benefit you and make notes on the lined pages provided at the back of the book.

Furthermore, think of specific others on your team or within your organization who might benefit from ideas contained here, and also make notes accordingly.

Process



- ☐ Rate your execution effectiveness
- ☐ Read over the entire content
- ☐ Study the areas most applicable to you
- ☐ Write specific actions that both you and your team need to take
- ☐ Execute

Payoff



- ☐ Quicker results
- ☐ Increased shareholder and stakeholder value
- ☐ Career enhancement
- ☐ Time savings
- ☐ Economic return
- ☐ And other...

Rate Yourself



How effective is your execution?

Rate yourself from 1 to 10 on how well you:

1. Communicate vision

2. Set clear goals & expectations

3. Prioritize

4. Conduct effective meetings/presentations

5. Focus on production before perfection

6. Delegate to expand your capacity

7. Take mental ownership

8. Manage change

9. Handle setbacks

10. Dispense gratitude & praise (recognition)

Total

1. Plan & Communicate Your Vision



- ☐ Determine and write clear objectives
- ☐ Define and document supporting actions
- ☐ Internally focus-group test your plan
- ☐ Identify your communication channels
- ☐ Manage and integrate all communication channels appropriately
- ☐ Maintain and reinforce message consistency

2. Set Clear Goals & Expectations



- ☐ Develop goals that align
- ☐ Facilitate team buy-in
- ☐ Communicate true expectations
- ☐ Fully define and communicate the “why”
- ☐ Cascade clear role definitions through all levels and functional areas

3. Prioritize Hourly



- ☐ Periodically audit your prioritization skills (see following Priority Audit)
- ☐ Leverage lists
- ☐ Reassess and prioritize your lists hourly, daily, and weekly (on index cards, legal pads, PDAs, computers, or whatever method complements your personal style)

Priority Audit



How well do you prioritize? Note how many minutes per day, on average, you will save or gain if you:

Set priorities during your daily planning,
eliminating unproductive tasks.

Have a written agenda(s) and follow.

Know when your high energy time is and
schedule your priority work for this time.

Prioritize your reading by scanning written
material and reading only what gives you value.

Request that people send you emails that
prioritize and clearly spell out requested actions

Write down or think through what your
objectives are before returning phone calls.

Early in the day, sort mail and other material

Create lists, maintaining focus and multitasking.

Screen visitors and only meet when critical

Maximize lists to help prioritize daily events.

Total

A Good Habit



A Powerful Question and a Good Habit...

Consistently ask yourself:

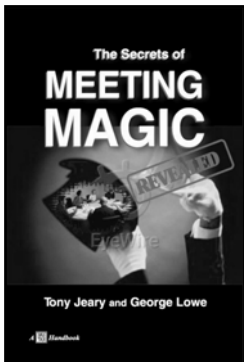
*“What’s the most effective use
of my time right now?”*

4. Conduct Effective Meetings



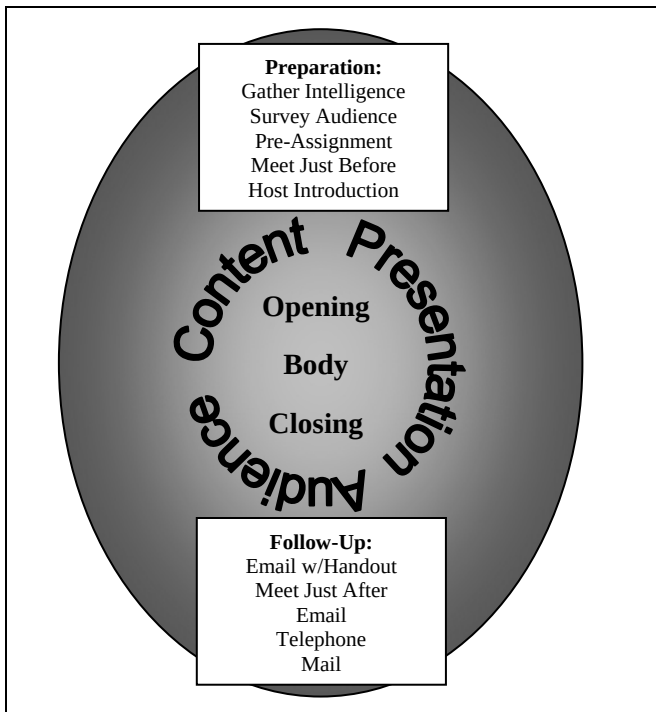
- ☐ Leverage the Meeting MAGIC model (see page 13)
- ☐ Utilize the CPA Presentation Strategy Model (see page 15)
- ☐ Understand and use the powerful 3-D Outline™ process that defines the primary dimension of “What” is involved, the secondary dimension of “Why”, and the third dimension, “How” (see page 15)

The Meeting MAGIC Model



M	Decide to meet or not to meet
A	Utilize a good agenda
G	Set good guidelines
I	Create involvement
C	Execute with clear actions

CPA Presentation Strategy Model



The 3-D Outline™



The Ultimate Presentation Tool!

- ☐ Title your meeting for easier retrieval
- ☐ Have three written objectives that begin with an action word (such as convey, share, brainstorm, motivate, etc.)
- ☐ Define the designated time and use the column to break down each of the “Whats”
- ☐ Chunk the meeting outline into an opening, a closing, and primary topics in the “What” column
- ☐ Include one or two words in the “Why” column that describe the value or reason for the “What”
- ☐ Vary the delivery, populating the “How” column

The 3-D Outline TM



Title: Weekly Staff Meeting

Objectives:

- Update on recent progress
- Review customer survey results
- Share best practices from process

Time	What	Why	How
10	Opening: Purpose, Process, Payoff	Set objectives, agenda, benefits	Slides
5	Progress	Show history	Flip chart
15	Customer Survey	Share results	Handout
25	Best Practices	Discuss ways to improve process	Facilitated small group discussion
5	Close	Determine next steps	Slides
60	TOTAL		

5. Seek Production Before Perfection



- ☐ Understand that everyone procrastinates
- ☐ Procrastination is caused by inefficient thinking
- ☐ An example of inefficient thinking : “It has to be perfect, the timing has to be right, I have to have all of the facts, I have to have all of the right people before I get going”
- ☐ PBP (Production Before Perfection) says: Get the task or action in motion and inertia will be on your side.
- ☐ Appreciate the concept of Parallel Progress (see next page).

“Parallel Progress”



Excerpted from Success Acceleration:

The principle (of Parallel Progress) is this:

Having multiple people doing multiple tasks, not one after another, but at the same time.

6. Delegate To Expand Your Capacity



- ☐ Periodically audit your delegation effectiveness (see following Audit)
- ☐ Manage your lists
- ☐ Develop, implement and manage your personal set of delegation performance standards
- ☐ Communicate clear expectations
- ☐ Have delegate –e report back to you on the progress, to have the ball in their court, and give you status on progress, road blocks and completion

Rate Yourself



How well do you delegate? Note how many minutes per day, on average, you will save or gain if you:

Utilize all administrative personnel to handle correspondence, filing, mailings, etc.

Make a daily list of items that need to be performed, and rate them on how they fit your priorities and skills. Work primarily on only those items that score high, and delegate the rest to others.

Contract outside services or consultants when no in-house personnel have the skills or time to perform a critical task.

Combine by delegating someone to extract the key points from long reports.

Use Post-It notes effectively to delegate to others.

Rate Yourself (continued)



How well do you delegate? Note how many minutes per day, on average, you will save or gain if you:

Make audio tape or voice mail assignments.

Use “Action Requested” in bold on emails to simplify responses and save reading time.

Use delivery (courier) to free up your time to do what you do best.

Trade projects with an associate whose skills and abilities fit specific projects better than yours.

Plan follow-up meetings with those you’ve delegated to and check the status of the delegated item or event.

Total

--

7. Create Mental Ownership



- ☐ Create a culture of real buy-in
- ☐ Instill a sense of pride of ownership in your team
- ☐ Immerse yourself in execution and key details; people emulate their leaders.

8. Manage Change



- ❑ Change happens so frequently today that one change isn't complete before another is being launched.
- ❑ It isn't the *changes* themselves that the people in most cases resist. It's the losses and endings that they experience and the transition that they are resisting.
- ❑ Show the picture to people as soon as the change is announced. Doing so will plant the picture of the future in their imaginations, where it will reassure them.
- ❑ Clarify your mission. Stability through change demands clarity about what you are trying to do.

-- William Bridges, *Managing Transitions*

9. Handle Setbacks



- ☐ Effectively handling setbacks begins with becoming a “change champion”
- ☐ People deal more easily with change...
- ☐ ...when they know the “why” – so provide the “because”
- ☐ When they know how it relates to the execution of the big picture
- ☐ If they know how it personally affects them

10. Provide Gratitude & Praise



- ☐ Roll up your sleeves and help your team... a great leader should be dynamically involved
- ☐ A great executor inspires – not crushes – his team
- ☐ Recognize the little things... not just the big things
- ☐ Challenge your team to catch someone doing something right
- ☐ Often facilitate a simple compliment activity whereby people use index cards during a meeting. The index cards have their name as a title, and by rotation, pass the card to all other team members, allowing each team member to write a complimentary phrase on that person's card, continuing the rotation. At the end the card owner will read and share the top phrases of the card content.

Actions You Want to Execute



About the Author

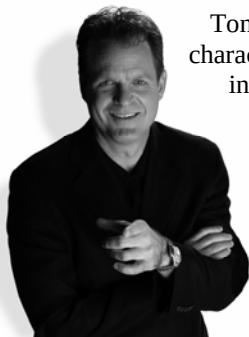


For more than two decades, Tony Jeary has advised CEOs and other high achievers on how to discover new clarity for their vision, develop focus on their direction, and create powerful execution strategies that impact achievement and results.

He personally coaches the best, including presidents from: Wal-Mart, SAM'S, Ford, EDS, Firestone, Samsung, USANA, and New York Life.

Tony lives by what his father taught him growing up, his business mantra, *"Give Value...Do More Than is Expected."*

He is one who studies constantly...books, companies, people—including the many top-performers he works with from around the globe.



Tony has identified the distinctions that characterize and set apart high achieving individuals and companies, and developed his Success Acceleration process from those, proving that the foundational characteristic of great performers is the mastery of

their ability to communicate where people take action. Tony labels this ability to present Communication Mastery™.

His best selling book, *Life is a Series of Presentations* (Simon and Schuster) has not only been read by people all over the world, but studied, endorsed and transformed into courses, videos, and CD programs in multiple languages.

Tony has been described as a ‘gifted encourager’ who facilitates positive outcome for others. His list of personal and professional relationships approaches 20,000.

Today he is blessed to raise his family on his estate near Dallas where he spends the majority of his professional time working with selected clients in his *Success Acceleration Studio* or authoring his newest titles on mastery.

Tony Jeary Service Offerings



Strategic Acceleration

Let us work with you to develop a customized strategic plan for clarity, focus and execution of accelerated results!

Communication/Presentation Mastery™

Train (Certify) your team to maximize every business opportunity, meeting and talk.

Executive Coaching

Having coached the world's top CEOs and earners, Tony understands the need for speed in today's marketplace. Benefit from 20 years of best practices from the best of the best.

Success Acceleration Studio

Experience the *Success Acceleration Studio* and have at your fingertips two decades of practices, processes and tools for accelerating dramatic, sustained results in your organization.

For additional information,
contact Tony's Business Manager at
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**PARTIAL LIST OF
TITLES AUTHORED BY TONY**



Life Is A Series Of Presentations

Success Acceleration

Speaking From the Top

Communication Mastery

Presenting With Style

Meeting MAGIC

How to Gain 100 Extra Minutes a Day...

10 Essentials to Execution

Being Your Best



See bookstore at:
www.TonyJeary.com
for these and other books and resources

*Strategic Acceleration through
Communication Mastery
brings clarity, focus and execution,
which brings the bottom-line: results!*
—TONY JEARY

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Notes