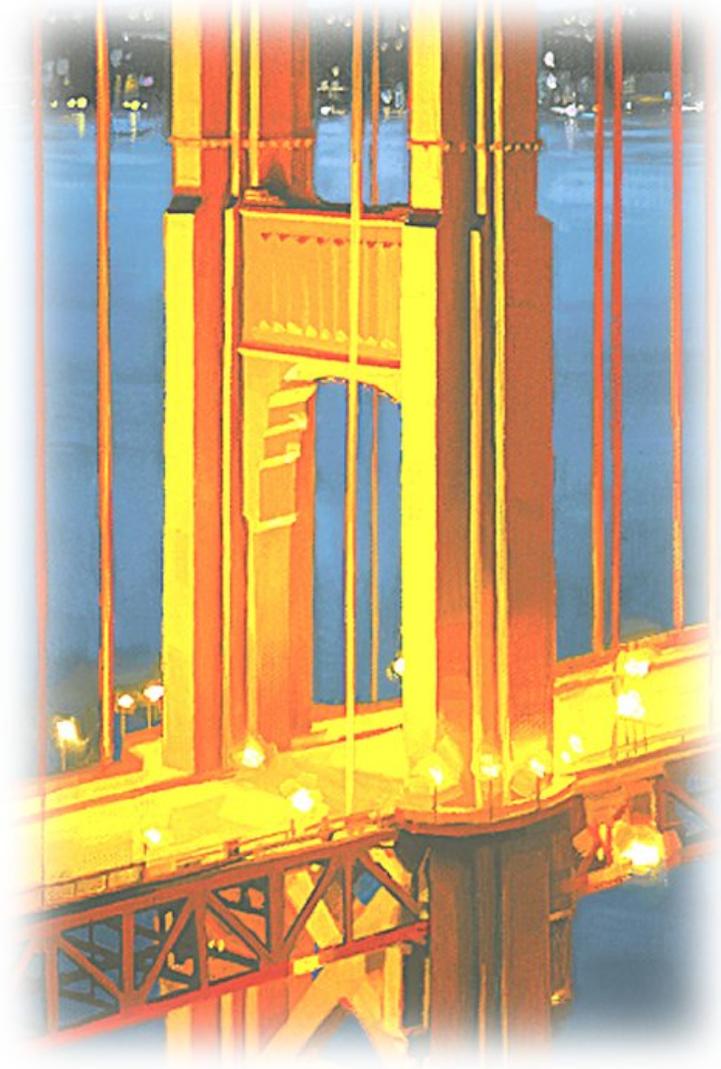


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# IDEABRIDGE



The IdeaBridge White Paper Series:  
How to Build a Winning Business

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## HOW TO BUILD A WINNING BUSINESS

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### Summary

To be a consistent success in this ultra-competitive business environment, winning must be the obsession that drives your company. The goal of winning must be the foundation that underlies every decision you make, that guides your thought process, that pushes you to be aggressive and focused when others are merely content.

### What Winning Means

- Winning can mean different things to different people. In the context of this article, winning means:
  - Increase in market share
  - Landing new customers
  - Achieving big goals
  - Hiring the right employees
  - Meeting your commitments on time
  - Retaining your customers over the long-term
  - Keeping your best employees excited and motivated
  - Getting to market before your competitors, etc.
- Winning is the attitude that gives you and your company the “edge,” that confidence that separates you from your competition and keeps pushing you to stay on top. It’s an attitude that determines success or failure in every business decision you face.
- Winners don’t make excuses; they just buckle-down and get it done! Make it clear that you will not tolerate the use of excuses as a rationalization for lack of production or progress on your stated objectives.

### The Importance of “Winning Today”

- By emphasizing winning, and more importantly, “*winning today*,” you move everyone’s thought process away from a general concept and direct it toward achieving immediate results. It builds momentum and it eliminates any excuse about not understanding what your goal is and what you expect should be done to achieve it.
- You should become obsessed with “winning today.” In everything you do you should emphasize “winning today.” And that means everyone in the company should have the same priority: “winning first”, before anything else in their business relationships and decision-making.
- Your message must be consistent: “We want winners and we will begin winning, NOW!” It isn’t hollow conversation; you must talk with conviction and a tone that leaves no room for uncertainty. By adding winners to your business, your organization is immediately exposed to the habits and standards of success.



## HOW TO BUILD A WINNING BUSINESS

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### **Building Winning Standards**

- Any business that doesn't have a clear, precise definition of winning has not established the foundation for a successful, growth-oriented environment.
- You must have in place the specific standards and expectations by which winning performance can be judged. This is particularly essential when you're introducing change in order to revitalize a losing company and demoralized employees. If employees clearly understand what it means to win, they will more readily adopt winning attitudes and behaviors.
- Use the hiring of leaders to make a strong statement to your employees. Hire winners and superstars, those people with success in their background and winning their genes. Their tempo, work ethic, and enthusiasm will be essential in reinforcing the direction that you want your company to pursue and in building momentum toward achieving your goals.
- Winners become your message carriers. They sprinkle throughout your firm the knowledge it takes to shake off the doldrums, to make a bad situation better, to turn a good company into a great one. Winners walk with confidence, winners have habits that are molded from success, winners understand and teach what works.

### **Winners Reject Failure!**

- The elements of failure can be everywhere – employees flaunting rules, reporting late for work, leaving early, spending too much time complaining and gossiping. If you don't demand immediate results, you're creating an atmosphere where less than the best is acceptable, where winning is some abstract goal that serves more as a public relations ploy than an actual quest. You must demand daily progress toward each of your stated objectives.
- Winners never accept failure in any form. They won't let people or the culture or the atmosphere or history or lack of expectations bring them down. This is the essential attitude that winners bring to your company, and it's critical to establish a winning attitude before you can accomplish anything of lasting value for your company.
- Winners simply won't fail from lack of effort, lack of commitment, or lack of determination. Nor should your organization. You must push aside any distractions and make sure that you focus on the assignments that have the highest priority. You must convey this single-mindedness of purpose to the entire organization.