

# What does it take to be a Gazelle?

Gazelles are companies that grow at least 20% a year.

To sustain this growth, you must be disciplined and make the right decisions in an ever-changing world.



Gazelles Coaches are experts at helping you — the entrepreneurial and mid-sized firm — grow by implementing Rockefeller Habits and best practices. Gazelles Coaches are armed with simple, but powerful tools to help you grow. **There are four key decisions you must get right — People, Strategy, Execution and Cash.**

## PEOPLE

The ultimate goal for your people is happiness. Happy people perform better. The focus is to get great people, keep them and help them grow. Gazelles People Methods and Tools include:

### Core Ideologies

- Core Ideologies are made up of Core Values and Core Purpose. Core Values provide the handful of rules that will remain constant and provide YOUR company with a strong cultural foundation. Core Purpose answer the questions, Why is our company doing what we are doing and what is our higher purpose?
- Positive Impact:
  - Aligns the company
  - Provides a strong culture
  - Brings simplicity and clarity to HR systems

### Organizational Structure

- Organizational weakness keeps your company from growing. By clarifying responsibilities and accountabilities for each role your company is positioned to grow.
- Positive Impact:
  - Make decisions faster and more decisively
  - Key seats are filled with the right person

## STRATEGY

The right strategy results in increased revenues. You must have the right horse in the right race. Gazelles Strategy Methods and Tools include:

### BHAG™

- According to Jim Collins, the Big Hairy Audacious Goal is a 10 to 25 year lofty goal that challenges the firm to greatness
- Positive Impact
  - A compelling vision and central theme to motivate your team

### Brand Promise

- The single most important measurable that both matters to your customers yet makes you different from the competition.
- Positive Impact
  - Drives your business
  - The unique and overt benefit that differentiates you

### X-Factor

- A strategy to neutralize or blow up the main bottlenecks or chokepoints in your industry
- Positive Impact
  - Provides a unique competitive edge

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## EXECUTION

Effective execution results in increased profit and time. It is all about priorities, metrics and meeting rhythms. Gazelles Execution Methods and Tools include:

### Priorities, Metrics and Dashboards

- Priorities - What are your Top 3 and Top 1 of 3?
- Metrics - Key Performance Indicators (KPI), Critical Number, Customer and Employee Feedback.
- Dashboards - A tool to measure the right things now so you can gain insight into the future of your business
- Positive Impact
  - Focus on the right things and measure them properly

### Meeting Rhythms

- Meeting Rhythms are the daily, weekly, monthly, quarterly and annual meeting rhythm and the specific agendas that make them effective and practical.
- Positive Impact
  - Capturing opportunities faster
  - Identifying and addressing bottlenecks faster
  - Increasing throughput and production without additional cost and headcount

### Theme

- An idea or image that transforms a managerial goal into a company-wide mission.
- Positive Impact on Your Business
  - Make goals and priorities memorable
  - Helps your organization make the necessary emotional connection that generates commitment

## CASH

When cash is tight, it is hard to breathe. Increased cash flow is all about having excess oxygen to breathe. Gazelles Cash Methods and Tools include:

### Cash Conversion Cycle

- According to Harvard Business Review article titled, "Execution without Excuses", the Cash Conversion cycle is the time it takes for \$1 of operational and COG expense to return to you as cash collected from your customer
- Positive Impact on Your Business
  - Available cash provides options

## How do I get started?

**There are 3 simple ways to get started:**

### Rockefeller Habits Implementation Workshop

Bring up to 10 team members together for 2 days to learn the Fundamentals of Rockefeller Habits and begin the process of using the One-Page Strategic Plan to implement Rockefeller Habits into your firm

### Annual/Quarterly Planning Session

Spend 2 days with your executive team building the right execution plan to focus your entire organization on your top priorities for the quarter or the year.

### CAP Program:

#### Coaching for Accountability and Performance

Every quarter we will use a total of 5 days to accomplish the following:

- Begin the quarter with 2 days of execution planning and education
- Weekly phone coaching to help you with top priorities
- Focused time to work on specific opportunities and challenges

## How do Gazelles grow?

Wisdom. Tools. Accountability. Discipline.



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