

5 Steps to Execution

My experience has been that we are rarely lacking strategy and planning, they are abundant. What we do lack is [execution](#) around those plans, which is the major problem we face running a business.

We follow a 5 step process to gain execution on our strategies, and it's had a major impact on our business.

To set the stage, think of your goals this way: After creating your [BHAG \(Big Hairy Audacious Goal\)](#), you will usually set shorter term goals that create the path to reaching your BHAG.

Here at [Efficiency](#), we have our [BHAG](#), 3 to 5 year Goals, 1 year Goals and then Quarterly Goals. Each goal is a stepping stone to the next goal. When we set our company Quarterly Goals, each person on the team is assigned individual Quarterly Goals that help work toward the company's Quarterly Goals. Every week we have a weekly team meeting where we review each person's progress, defined as Next Steps, towards reaching their quarterly goals.

Here are our 5 steps to Execution:

1 Stop for a minute and plan what the next step is you can take towards reaching your short-term goal. For us, this has to be something achievable within the coming week.

2 Write it down and make it visible for your peers to see. This can be posting it on a bulletin board, posting it online, sending an email...just so long as it's visible to more than just you.

3 Put it in your calendar: this means setting a specific date and time to work on your Next Step.

4 Tell your peers what you are going to do. This works best if

you have a rhythmic meeting schedule, such as weekly, where you can share it with everyone, and then flow right into number...

5 Meet with your peers once more and tell them if you completed your task. As stated, this works best with a rhythmic meeting schedule, where every meeting you tell your peers what you did/didn't do the previous week, and what your next step is for the upcoming week.

As humans we come standard with egos, and none of us like to look bad in front of others. Knowing that we're being held accountable by our peers drives us to do what we say we're going to do.