

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.

Are You Still Doing It?

Not so many years ago my company, [Efficiency](#), went off into our annual meeting and planned our coming year. We set goals for the company, discussed and planned the great things we would do the coming year, and naturally returned all fired up. 3 months later, in our quarterly meeting, we were in the same place we'd been at the start of the annual meeting. The nuances of day to day business had laid a thick blanket over the plans we made, and without the help of all of us to lift it, it wasn't going anywhere.

This is so similar to the never-ending New Year resolutions we all succumb to making, and rarely find ourselves victorious in keeping. Good intentions dissipate in the trials of life, love, work, and school. How funny is it that year to year

nothing changes?

With January coming to an end, how many of you find your commitments are already fading? It's easy to become overwhelmed by the big picture. We fail to see that these goals we set don't happen overnight, they happen gradually, one step at a time.