The Advantage: Organizational Health Model

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THE Advantage

WHY ORGANIZATIONAL HEALTH TRUMPS EVERYTHING ELSE IN BUSINESS

1. Build a Cohesive Leadership Team

2. Create Clarity

ORGANIZATIONAL HEALTH

4. Reinforce Clarity

3. Over-Communicate Clarity

Discipline 1: Build a Cohesive Leadership Team

Cohesive teams build trust, eliminate politics, and increase efficiency by…

- Knowing one another's unique strengths and weaknesses
- Openly engaging in constructive ideological conflict
- Holding one another accountable for behaviors and actions
- Committing to group decisions

Discipline 2: Create Clarity

Healthy organizations minimize the potential for confusion by clarifying…

- Why do we exist?
- How do we behave?
- What do we do?
- How will we succeed?
- What is most important, right now?
- Who must do what?

Discipline 3: Over-Communicate Clarity

Healthy organizations align their employees around organizational clarity by communicating key messages through…

- **Repetition**: Don't be afraid to repeat the same message, again and again
- **Simplicity**: The more complicated the message, the more potential for confusion and inconsistency
- **Multiple mediums**: People react to information in many ways; use a variety of mediums
- **Cascading messages**: Leaders communicate key messages to direct reports; the cycle repeats itself until the message is heard by all

Discipline 4: Reinforce Clarity

Organizations sustain their health by ensuring consistency in…

- Hiring
- Managing performance
- Rewards and recognition
- Employee dismissal

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