

Enhanced Business Decisions

Four Easy Steps

By Ronald P. Smyser

Client question: *“How can I make better business decisions, easier?”*

Answer: Better business decisions are made easier if they are strategically founded on and gain focus from the Vision, Mission, Cultural Values, and Priorities. Use the following steps:

- (1) Clearly define Vision, Mission, Cultural Values and Priorities.
- (2) Communicate and secure commitment to the Vision, Mission, Cultural Values and Priorities.
- (3) Evaluate all existing and new business activities for congruence with the Vision, Mission, Cultural Values and Priorities.
- (4) Provide resource support for a new or existing business activity only if sufficient resources are available and the activity meets the following requirements:
 - A. The activity is strategically important to the Vision and Priorities.
 - B. The activity provides better direct or indirect support to the Vision and Priorities than can be achieved with alternative activities.

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Source: Spinnaker Leadership Associates, Inc.

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