



# Building Blocks

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## Happy Holidays!

Soon we'll be ringing in the New Year! Are you ready to start making a difference for your organization in 2015? Chances are, you need to make time for reflection on 2014 and for planning the year ahead.

This issue is focused on providing leaders with the kind of reading that can help you to re-program your mind with different, deeper and broadened perspectives. You'll find information that will provoke thought and enable insights and targeted action. *Here we go!*

## Reflect.

Were you profitable in 2014? Who were your customers? Why did they buy from you? When you lost business to competitors, what drove customer decisions? Did you lose core business? Or, were sales opportunities lost because they were outside your targeted niche?

Now is the time for you to review your competitive differentiation strategy. Is it still providing the leverage you need for growth? Is your competitive advantage still strong enough? Is it eroding i.e. due to internal weaknesses, industry changes, competition or technology changes? Is it time to review your organization's differentiation capability?



## Contact Us!

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## Review.



What did your Metrics do for your organization in 2014? Were they effective in the following critical purposes? How well did your metrics, and the way you leveraged them internally, achieve these 3 critical purposes?

- Focus people each and every day on doing what's most important to deliver your competitive differentiation, fully and consistently, to your customers
- Provide people with information they need to spot and resolve problems in time to prevent shortfalls in performance results
- Make after-the-fact performance results available promptly for review and problem-solving

## Read! Articles Curated Just For You!



During the past 12 weeks, we collected the very best writing from Forbes, Inc. and other high-value sources, selected for their value in reflecting on 2014 and planning for 2015.

1. Scan links provided on our web page from October through December
2. Make your choices and click to read each article.

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