

- We are all spiritual beings existing in a mechanical world. Until we learn to assertively steer the raw mechanics of our lives, we cannot get to a place that gives us the freedom to pursue what is beyond this concrete reality because we will always be pulled back into it out of sheer necessity. We must get our physical world, with all its boring and base considerations, straightened out before it will allow us to focus on anything beyond it.
- With another business partner Marcello Scacchetti we've just launched Pathway One, an end-to-end online marketing solution for small to medium-sized businesses (go to pathwayone.com)
- Bad communication is quickly repaired; the return-on-investment astounding.
- Out of clutter, find simplicity. From discord, find harmony. —ALBERT EINSTEIN
- First, I would create the Strategic Objective, which would define us and set direction. Second, I would put together the General Operating Principles document, which would serve as our guideline for making decisions. Third, we would begin to write out Working Procedures, which would exactly detail every recurring process of the business. These Working Procedures would be the end result and the tangible evidence of our system-improvement quest.
- (And to make the process simple and thorough, investigate Business Documentation Software in Appendix J and at businessdocumentationsoftware.com)
- The Strategic Objective is your Declaration of Independence, your mandate for a better future. The General Operating Principles document is your Constitution, a set of guidelines for future decision making. The Working Procedures are your laws, the rules of your game.
- Strategic Objective. The one-page Strategic Objective will provide overall direction. You will create it yourself. Spread out over several sessions, it won't take more than six to eight hours to complete. (Caution: This is not a job for a committee. It's a job for the leader, you.) Once it's completed, you will get feedback from your staff (and superiors, if any). Over time, you will adjust it as necessary. As the years pass, it won't change much. Create a separate one for your personal life. (In Appendix A you will find Centratel's Strategic Objective.)
- These principles are what you believe. Don't rush them. Be thoughtful and patient with yourself. Put them together carefully and your Principles will change little over the years. You'll want a thorough set for your business and a more informal set for your personal life. (Centratel's Thirty Principles document is in Appendix B.)