



2022 BUSINESS MANAGEMENT REPORT

NECESSARY BOLD BUSINESS TRANSFORMATIONS

Red Direction's four keys for success

There are four key directions necessary for your business' success:

Strategy + Execution
Vision + Foresight
Communication + Leadership
Innovation + Development

What we've found from this year's survey results and trends indicate businesses are taking the right actions yet are not reaching desired results.

While reading this report, you'll not only learn about report findings, you will also receive information that will help in navigating volatility and uncertainty with confidence.

Survey respondents reported on several different areas. Here are the highlights:

35% of Company leadership reported that strategy and execution was the top priority.

17% of Company leadership reported that vision and foresight was the top priority.

31% of Company leadership reported that communication and leadership was the top priority.

17% of Company leadership reported that innovation and development was the top priority.

Increasing capacity remains one of the top issues for business owners, CEOs and executive teams.

The ability to pause, flex, and make small pivots are vital elements of a company's capacity. To navigate what you face while making necessary decisions. There is a correlation between talking more about strategy in order to take informed action and reach specified achievements. In our survey, the most surprising finding was that although 62% of respondents reported spending two to four or more hours per month talking about strategy, about half of those companies DID NOT achieve their revenue goals.

This report presents findings and research as the four cardinal directions. In addition, there will be tips and frameworks provided to help you close gaps between initiatives and results. To enhance your ability to remain steadfast to long-term positioning.

Decide what path you are on. Your mission and values, the way the company does work to deliver solutions to customers ... that must be steadfast. The primary focus for the coming year is the direction you are headed. Your effort, awareness, discernment, and intuition are necessary as the old ways of working will take you off course.

It is notable that the responses from last year's survey returned a different theme. In 2021, there was a recognition that being more prepared to adapt and respond was the best strategy in improving and making it possible to reach goals.

2022 REQUIRES BOLD BUSINESS ACTION.



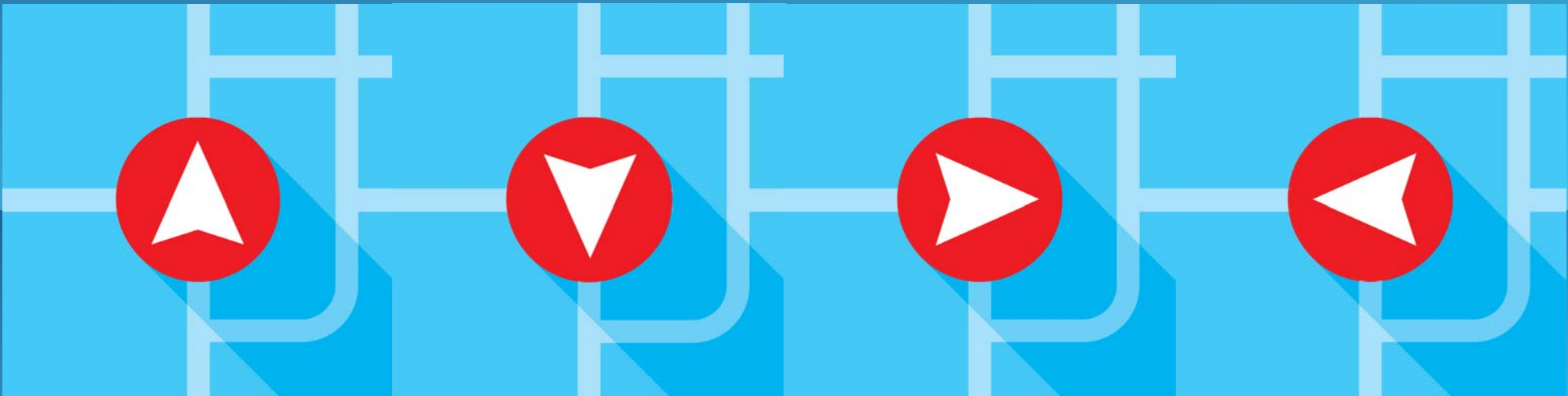


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EXECUTIVE SUMMARY

For the last two decades, the top issues for mid-market companies have included:

- High repeatable performance
- Customer loyalty
- Availability and attraction of key skills
- Cyber threats
- Climate change
- Increase capacity
- Operational efficiency
- Risk and regulation
- Technology integration

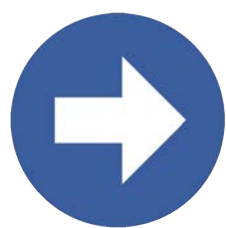
Respondents reported that this is top of mind for 2022:

- Market volatility
- Supply chain
- Cyber security
- Operational efficiency
- Customer trust
- Diversity and inclusion
- Adaptable and talented workforce
- Availability and attraction of key skills
- Technology integration
- Increase capacity

The key to success comprises the way companies prioritize and approach these issues; those actions will impact competitive advantage, longevity, and growth.

Inflation, COVID, and workforce expectations require companies to be more nimble than ever before, while remaining focused on where the company is headed.

As you read, keep in mind that the red pointer on a compass points to True North. It is the way to know you are on track for the specific direction you chose for your company. That red pointer is what ensures keeping sights set on your primary objectives.



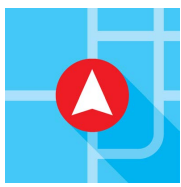
62% respondents reported spending 2-4 or more hours per month talking about strategy, about 1/2 of those companies DID NOT achieve their revenue goals.

If this sounds like your company, take the first step to make meaningful change. [Schedule a complimentary consult.](#)

Use this informational and actionable report to be bold in your decisions. Your time is now.

On the next page, you will find a guide, the summary, for North, South, East, and West. Each goes into depth and aligns with areas business owners and leadership teams identified as most important with regard to quickly changing markets; anticipating + adapting to change; and breaking through into the next level of business for the next 12-18 months.





NORTH: STRATEGY + EXECUTION

Your business' strategy is a high-level plan of action that outlines how you will competitively compete and grow this year, and planting the seeds for five-plus years into the future. Execution is the ability for your company to take important actions and reach specific milestones.

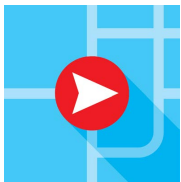
Fortitude and patience are necessary to know where you stand. The red pointer never points North, it follows magnetic north. That small variance could mean the difference between canceling out the hard work and achievement. Recognizing what is real as well as what you have control over is essential.



SOUTH: COMMUNICATION + LEADERSHIP

The flow, content, and context for sharing information between people in your organization is the way the business communicates. How well an organization embodies open and clear communication will determine how well the company performs to the way work is done.

Your willingness to listen and learn from others; to recognize dynamics in the relationships between people; and to see patterns is what will build inclusion and trust within the company. Seeking out the overlap of what *is possible* and what *really is* — such knowledge adds dimension to the what, when, and how of what must be said. Then say it in a compelling way that connects each person to the company.

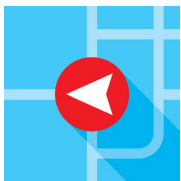


EAST: VISION + FORESIGHT

We want certainty, and our visions reflect that. Overly reliant on what we think we know, the vision set for our company may be too finite. Visioning is all about being accountable for biases and looking beyond what could fit based on our wisdom, knowledge, and understanding.

Awareness and gut instinct are paramount to vision. It allows us to create a shape of what really is possible when we let go of our assumptions and linear thinking.

The more you can grasp exactly what biases, traditional thinking, or even shorter-term goals your vision is built on ... that will provide insight for what the right priorities are for right now.

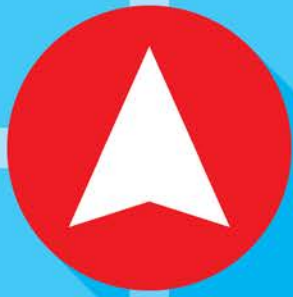


WEST: INNOVATION + DEVELOPMENT

Introducing new ideas that iterate what is, or something brand-new, is innovative. The commitment to priorities creates the foundation to take purposeful action to create more value. Maybe it is a new product offering or new workflows or new ideas, or something totally different — the development and innovation efforts you take impact what your company can do next.

Bringing through execution and reaching the end of initiatives create momentum and leverage you want to guide a thriving company. The more the business completes, the more insight you gain that allows picking up on subtle clues. It has everything to do with what you learn from deep listening, and nothing to do with what you think others want, or what you think needs to happen. In other words, put your ego aside ... because what we can glean from others is important.





NORTH STRATEGY + EXECUTION

Your business' strategy is a high-level plan of action that outlines how you will competitively compete and grow this year, and planting the seeds for five-plus years into the future. Execution is the ability for your company to take important actions and reach specific milestones.

Fortitude and patience are necessary to know where you stand. The red pointer never points North, it follows magnetic north. That small variance could mean the difference between canceling out the hard work and achievement. Recognizing what is real as well as what you have control over is essential.

Survey Findings

60% of companies with a focus on strategy and execution are highly confident they will grow and achieve their goals in 2022.

80% of companies in this group met or exceeded their revenue goals last year.

50% of companies cited inability to complete goals.

Summary of Obstacles

- Difficulty protecting time to dedicate to assessing, prioritizing, and making decisions strategically.
- Constant change impacted the ability to have a pulse on profitability.
- Lack of time to do the right work.
- Lackluster results from implementation efforts.

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[Being BOLD in 2022 - What's Next for Business](#)



Core Competencies and Skills

Define the end. Endings provide a powerful way to reflect, to learn, and to decide what to carry to the next beginning. Scope creep, bloat, and confusion are negative impacts that can occur with perpetual effort. With an eye on the prize — the ending — fostering the will to get there together strengthens culture; prioritizes what the company measures and discerns what's really important at this time for this project.

Focus and refocus. Instant gratification takes forethought, planning, and a lot of time from the company and people that created the experience for you. As a business leader, it is imperative that you persevere and bring patience and courage to the way you strategically execute.

Being able to roll with each step of implementing without the need for immediate results allows you to adjust and refine the next few steps. This illuminates problems faster, requires a dedication to stay the course, and to be steadfast to your strategy.

How to keep sight of your long term vision and mission.

- Do the right work and know the outcome was designed.
- Adapt and adjust without undoing previous effort(s).
- Redefine what is possible in the future based on past action and exactly where the company is now.

Ask: Are we focusing on the right problems?

Make sure you are well aware of the long-term vision while making decisions. Opportunities, adjustments, and bold action must be purposeful. Remember, you are the guide.

When running a business, it's easy to slip on those rose-colored glasses and charge forward. But it's essential to pay attention to the information you have available — to make sure the company's strategy is resilient and flexible. It's up to you to prioritize the right work.

Strategy and execution occur in spite of what the future holds. When viewing the numbers, removing the emotion and clearly looking at what's in front of you, it is important to remember that this represents past performance. There are correlations that can be made about the future, yet past performance does not guarantee future success. Knowing the real market pulse as well as the finite company time, and resources available to design and carry out strategic plans, is vital.

Keep calm and press pause.

Don't be afraid to press *pause* when you need to. No, this doesn't have to be a big strategic pause. This can be a small pause in your day-to-day doings — one that's just long enough to allow you to focus and refocus your daily operations and behaviors. And don't be afraid to admit you don't know everything.



Confidently lead a thriving business.

A thriving business always indicates some sort of growth. Sometimes there are small, annoying things that can be ignored. Like a paper cut. The thing is, a lot of small paper cuts add up to some big problems.

How many paper cuts are you getting?

Each annoying little thing inside your business is like a paper cut. The effort it takes to ignore the small pain erodes confidence. This erosion may trigger fight or flight reactions. Execution is only as successful as your commitment and confidence. So taking the time to assess each little pain gives you a shape of what really is going on, and what will correct anything that is preventing the execution of your strategy from happening.

No matter what happens after the strategic path has been set, don't forget the reasons you initially chose it. Many companies shift strategies — even pivot — too soon. The execution is happening where the past ends and the future begins. This can be unnerving, even overwhelming at times. Take the time to understand how you will know when you are straying from the chosen direction *and* when you reach each destination along the way ... where regrouping, celebrating, and a bit of rest can happen before continuing on the journey.

Be observant about what matters most as you execute your strategic plan.

A person wearing a red jacket and a yellow backpack is seen from behind, standing on a grassy hill and looking up towards the top of the hill. The hill is covered in green grass and some small shrubs. The sky is overcast with grey clouds.

[Click here to listen in:](#)
[The Path to Long-Lasting Business in Times of Economic Fluctuation](#)



SOUTH COMMUNICATION + LEADERSHIP

The flow, content, and context for sharing information between people in your organization is the way the business communicates. How well an organization embodies open and clear communication will determine how well the company performs to the way work is done.

Your willingness to listen and learn from others; to recognize dynamics in the relationships between people; and to see patterns is what will build inclusion and trust within the company. Seeking out the overlap of what *is possible* and what *really is* — such knowledge adds dimension to the what, when, and how of what must be said. Then say it in a compelling way that connects each person to the company.

Survey Findings

100% of companies with a focus on vision and foresight are moderately confident they will grow and achieve their goals in 2022.

44% of companies with this focus met or exceeded their revenue goals last year.

56% of companies cited struggles with meeting deadlines and knowing when or what projects to say yes to.

Summary of Obstacles

- Too many priorities and resources spread too thin.
- Lack of time to do the right work.
- Inconsistency creating leads.
- Overwhelm about where to start.

Core Competencies and Skills

Data. Whether protecting, gathering, or using data to make decisions, mid-market companies must thrive and position themselves to grow — it's a requirement, really. What the organization measures is prioritized, so make sure your measured data aligns to initiatives and is weighted for decisions.





[Click here to listen in:](#)
[Exceptional Leaders Look Beyond the Obvious](#)

Active Listening. A willingness to pause, to be present to digest what is being shared ... this is a process that becomes part of the way the business does work. Designing your company's communication to acknowledge that listening is just as important as speaking allows for the exploration of what really adds value.

Look out for patterns and how to discover growth opportunities.

- Drop rigid boundaries to allow more connection.
- Be willing to be vulnerable.
- Actively listen and glean perspectives that others share.

Muster the courage to toss out old habits and adopt new ones beneficial for business health.

First, be aware. Whether you are giving or receiving constructive criticism, it is up to you to discern its underlying purpose. Is it with regard to the clarity of overall business goals and mission? Or does it pertain to the team clearly understanding their roles on a particular project? Or is it the punctuality and focus of a particular habit of you or another employee? Your awareness will allow you to ask better questions.

Second, notice reactions on both sides — yours and the other individual(s). Are they crossing their arms? Stiffening their posture? Are you feeling put upon, frustrated? Unfairly singled out? Most important, if you can recognize without reaction — which can certainly take the utmost courage, especially if the subject is sensitive — then you can control and direct your response, and determine how to effectively engage with empathy, without devolving into an accusatory mode.

Awareness, purpose, recognizing without reaction: all these actions engender the courage to take (and constructively apply) criticism, and offer it to others with empathy.

Active listening helps us ask better questions.

So how long has business been running on autopilot? Do we even give our daily routines a second thought if nothing is amiss or annoying?

Well, maybe that is exactly the time to have the courage to question normal habits: when we're happy and content that nothing is going awry! Conscious action is required to recognize and make a choice to change ...



or not. To know if the business machinery running is *actually* smooth or *deceptively* smooth.

“What are we supposed to do here?” is a question to gauge what the team is thinking as we tackle problems together.

While we can never get rid of squeaky wheels, fires, and unexpected problems that make everything else stop ... not all problems HAVE TO make things come to a standstill. Nor does active listening mean excuses or limiting beliefs. Letting either scenario go unaddressed creates a pattern that turns into a bad habit. It's comfortable to have things to do that fill the day and recurring problems to solve ... until something changes and processes stop working. It's really hard — painful, in fact — when things stop working. Such pain helps us realize we were stuck and didn't even know it.

When we practice steps, skills start to emerge that will make active listening become second nature over time. It's a way to add to our natural gifts. To expand abilities and make it look easy, we just have to start. To have the courage take on something new. We choose.

To do this, we must consciously shift our thinking. To rethink what we've always thought. To be a student again. To look at things with our eyes open and without expectation or judgment.

And ... LEAD.

Click here to listen in: **Productive Leadership for Growth-Oriented Businesses**

- Launch. We must start. Staying busy with other things, waiting indefinitely, or even taking a tentative step forward adversely affects results. You measure results. I measure results. To launch means to know the problem, the product, the market, the reason for doing something so actually doing it isn't overwhelming.
- Effective. The stronger our organizational culture and communication loops within our companies, the more effective we can be. Our organization must know what effective means to us (and how to measure it) when we conduct business.
- Aligned. This seems obvious, but it isn't. Communication, values, and shared meaning are key here. As leaders we create the space to which our employees show up, which in turn determines how they succeed. When we know what aligned looks like, we can see what it means when someone is operating and behaving outside of the expectations that are set by example.
- Decisions. Yes! This is THE hardest thing I see when working with clients. So many what ifs, what we don't know ... when we don't make decisions, we are making excuses. It is up to us to make a decision (since we



are always leading by example) and, through evaluation, complete the steps through which to set up the next decision.

Before taking specific actions, get a deep understanding of what is.

- The state of things. How does our organizational infrastructure hold up during times of rapid change and uncertainty?
- The necessary things. What do we focus on and how are we focusing on it? What do we measure to keep the pulse on our business?
- The strength of your sales pipeline and current trends. What must we do to keep our sales pipeline healthy? How can we adapt to fortify and strengthen our relationships right now?
- The opportunity. What must we do right now even though we don't want to? (Or, what we think isn't as important ... yet really is?)

The four areas and questions shared above are a framework that can be used in a weekly Present Retreat™ to review and digest the data your company collects to measure progress ... to keep going in the right direction.

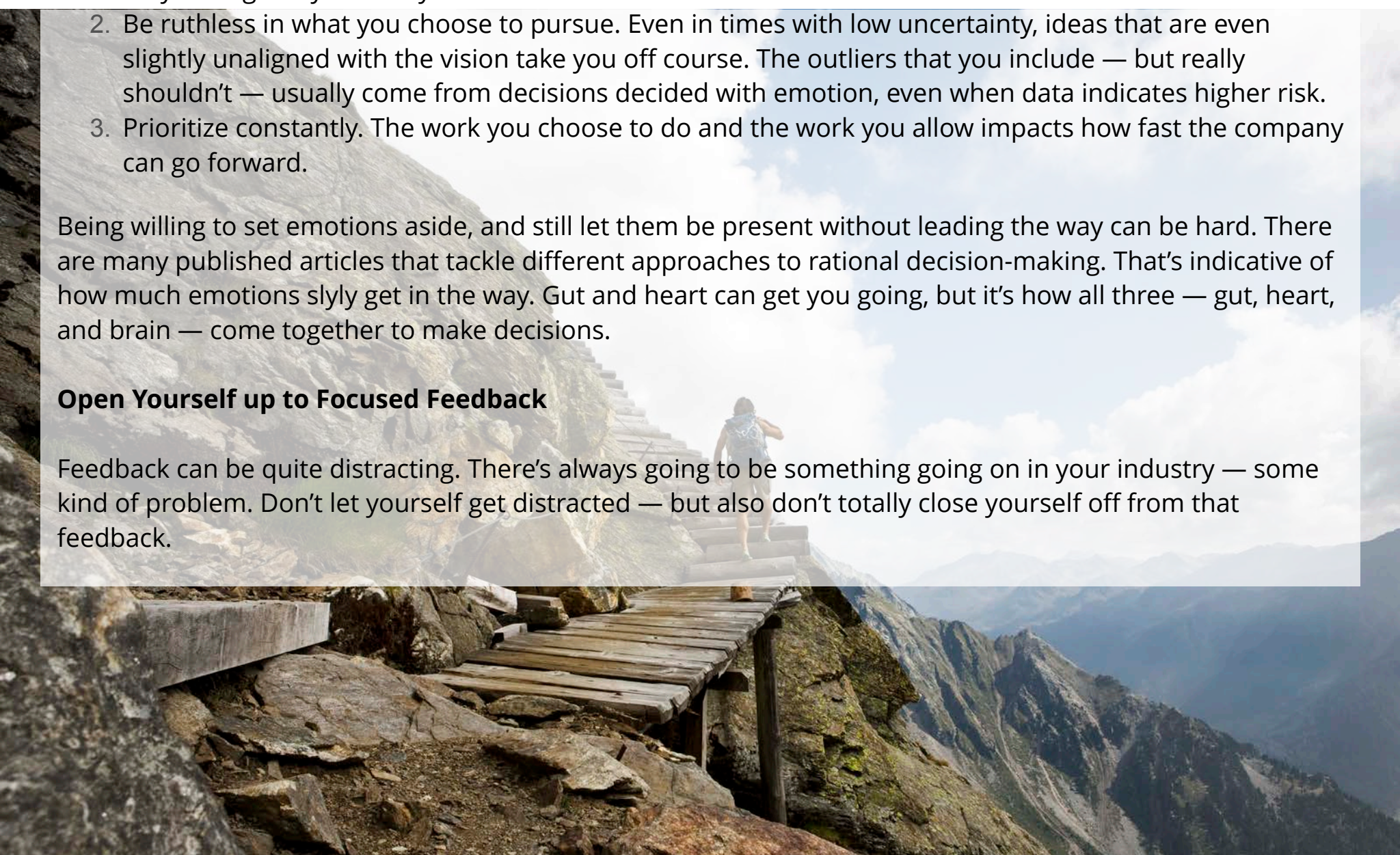
The complexity of the rules and ways we do things build up. Build up so much that regardless of how adept we are, we're not moving as fast as we can.

1. Communicate the five to ten year vision. The vision must be clear enough to be the guiding star in everything you/your business considers and acts upon. It also must be vague enough that the details may emerge as you lead your team forward.
2. Be ruthless in what you choose to pursue. Even in times with low uncertainty, ideas that are even slightly unaligned with the vision take you off course. The outliers that you include — but really shouldn't — usually come from decisions decided with emotion, even when data indicates higher risk.
3. Prioritize constantly. The work you choose to do and the work you allow impacts how fast the company can go forward.

Being willing to set emotions aside, and still let them be present without leading the way can be hard. There are many published articles that tackle different approaches to rational decision-making. That's indicative of how much emotions slyly get in the way. Gut and heart can get you going, but it's how all three — gut, heart, and brain — come together to make decisions.

Open Yourself up to Focused Feedback

Feedback can be quite distracting. There's always going to be something going on in your industry — some kind of problem. Don't let yourself get distracted — but also don't totally close yourself off from that feedback.





EAST

VISION + FORESIGHT

We want certainty, and our visions reflect that. Overly reliant on what we think we know, the vision set for our company may be too finite. Visioning is all about being accountable for biases and looking beyond what could fit based on our wisdom, knowledge, and understanding.

Awareness and gut instinct are paramount to vision. It allows us to create a shape of what really is possible when we let go of our assumptions and linear thinking.

The more you can grasp exactly what biases, traditional thinking, or even shorter-term goals your vision is built on ... that will provide insight for what the right priorities are for right now.

Survey Findings

100% of companies with a focus on vision and foresight are moderately confident they will grow and achieve their goals in 2022.

86% of companies in this group met or exceeded their revenue goals last year.

80% of companies cited struggles with closing leads and retaining clients.

Summary of Obstacles

- Inability to flex and shift quickly.
- Lack of time to do the right work.
- Loss of momentum and lack of stamina pointing to burnout.
- Too many priorities and resources spread too thin.

Core Competencies and Skills

Right timing. The rhythm of your company will indicate priority and timing based on what you envisioned, and patterns in what's happening inside as well as outside of your organization. This is an art as much as a



A photograph of four hikers standing on a rocky mountain peak, looking out over a vast, hazy mountain range under a clear sky. The hikers are wearing backpacks and outdoor gear. The text is overlaid on the lower left of the image.

[Click here to listen in:](#)
[The CEO's Challenge: Effective Decision Making Skills](#)

science. The plan is a forecast based on past data. Plan timing may require shifting due to observed cues and outcomes.

Steadfast principles of business. Priorities are the actions taken, the work being done. Closing the gap between what the company must do to realize the vision and what is prioritized requires vigilance. Lean into the principles and values of the business during times of uncertainty and great opportunity.

Recognize assumptions. Solving problems and making decisions weighted in “what we know” is limiting, and may result in no or declining revenue. Using assumptions is OK. Knowing such expectations are organizational truths that may not hold up to external indicators adds context and depth to the way decisions occur.

Reflect to know the reality of what is going on right now.

- Use the lens of past conditioning to be aware of assumptions that may hold you back.
- Be accountable for biases.
- Check in with your gut and heart — look beyond the intellectual assessment of what is real right now.
- Seek out assumptions, take time to reflect.



Use these questions to start:

Do you like the way things are going? And if not, how come?

Are we recognizing the successes that we have made?

And, what are the elements that got us those successes? (They might not be what we think they are!)

There is a valuable tool Jess Dewell created called a Present Retreat™. It is a specific kind of time in your week that is protected from other appointments, life demands, or playing hooky. Through a Present Retreat™, you may prioritize working on your business in the early morning, late night, or even holidays ... because that is when there are no interruptions.

When you incorporate a Present Retreat™ into the work week, you show yourself and your team the importance of looking forward. You have a way to easily and readily bring the company's vision to conversations and integrate it more fully into the execution of a purposeful, defined strategy. The Present Retreat™ helps you tap into how the way your team works together and if that is what is necessary to get the team to where you are guiding them.

Instant gratification sneaks in and it is common to think that not much time is needed. When we move from task to task and respond to demanding items that show up during the work day, we are always in a react/respond mode, which is great for getting things done.

But this mode is detrimental to being able to step up and out of the woods, off of the path you are on, and look at the entire forest.

Have the numbers ready: an executive summary of what the important data you choose to collect reflects right now; the company SWOT (strengths, weaknesses, opportunities, threats); status of business deliverables; status updates for current initiatives; and anything else you use to assess the pulse of the business.

After digesting the information, ask:

- Do we need to adjust?
- Is there a need to flex, and if so how do we adapt? Just for now (temporarily) or longer-term to be able to achieve our vision?
- Do we need to reallocate or add resources to stay on track?
- Is there a way of thinking that is holding us back?

You are looking for patterns. Patterns that indicate small annoying paper cuts. Patterns that may adjust priorities and timing. All because you are tuned into the pulse of your company and trends that influence, even impact, the business that are out of your control.

Take the time.

As scarce of a resource as it is, and even though time doesn't slow down, the awareness that pausing and taking a moment amplifies how you engage with time. We always hear timing is everything: making a cross court three-point shot, delivering the football 100 yards down the field, the number of notes that can be played in one beat of a metronome...

More than finding bias and assumptions, taking time allows us to use more of that precious resource that is



available to each and every one of us. New patterns emerge.

Your Present Retreat™ reduces the amount of time you have to change between thinking and ... doing and thinking, doing and creating, doing and innovating.



[Click here to listen in:](#)
[Adaptability - The New Competitive Advantage](#)



WEST INNOVATION + DEVELOPMENT

Introducing new ideas that iterate what is or something brand-new, is innovative. The commitment to priorities creates the foundation to take purposeful action to create more value. Maybe it is a new product offering or new workflows or new ideas, or something totally different — the development and innovation efforts you take impact what your company can do next.

Bringing through execution and reaching the end of initiatives create momentum and leverage you want to



guide a thriving company. The more the business completes, the more insight you gain that allows picking up on subtle clues. It has everything to do with what you learn from deep listening, and nothing to do either with what *you think* needs to happen and/or *your need for that thinking* to be heard.

Survey Findings

20% of companies with a focus on innovation and development have low confidence they will grow and achieve their goals in 2022.

20% of companies with this focus met or exceeded their revenue goals last year.

100% of companies did not have set goals or a clear plan of execution for innovation and development initiatives.

Summary of Obstacles

- Lack of talent and unfilled roles.
- Surviving by only working on tasks to produce high-quality, timely deliverables.
- Lack of qualified leads.
- Resources maxed out and not enough time for follow-through.

Core Competencies and Skills

Problem-Solving. Obstacles, issues, and unforeseen circumstances are ever-present in getting the right work done at the right time, to stay aligned to the strategy that will move your company closer to reaching its vision. The ability to curate information and then filter it to find the root problem is the first step in problem-solving. This is one way to find what and where to innovate.

Indomitable. The patterns and inklings the people in your company have may be where you can innovate to build a thriving business through increasing market share, disruption in your industry, and even reimagining the way work is done. Being unflappable in this knowing is necessary to face obstacles and keep moving forward to what is next.



[More to Read Here:
Business Leaders
Should Be Asking More
Questions - A Guide
to Curiosity](#)

Let go of ego and the need to be heard, in order for other team members' ideas to pop in.
Know what the end looks like, and tune into what indicates the end is arriving.
Develop an idea before sharing it so you don't have to worry about being understood.
Quickly identify distractions and steer clear of ideas that delay or shift focus away from development.

The steps to problem-solving are universal, and we can apply all to situations throughout life — including business. Let's imagine that the last problem we worked on is one that holds everyone's focus, yet to which there will seemingly never, *ever* be an end. One infuriating obstacle follows another. There is a lot of backtracking, and redoing different work. For such situations, the steps to problem-solving represent a good beginning for shaking things up. We might just be able to fix more by knowing four simple actions to start building up those problem-solving muscles.

How innovation and development keep your business relevant.

- Every company is an ecosystem with its own unique culture. You must understand your company culture to make effective decisions and adapt to problems and other changes.
- The success and resilience of an organization happen in advance. Take the time to step back in the present to plan for every contingency in the future.
- Victory can slide into complacency. Make sure you can deliver at the same level once your responsibilities, and the volume of a project, increase.

The term "present pause" or "pause to be present" may sound more related to meditation than business, but successful entrepreneurs, champion athletes, and virtuosic musicians do this all the time, whether they call it that or something else.

These top performers may appear to make highly complex maneuvers on the fly, but we often don't see the hours of sweat equity they put in on fundamentals, practice, and strategy.

The creative outlet that innovation brings is attractive. Innovation is something to be discovered. In an effective leadership strategy, the way you innovate and develop is what keeps your business relevant over time. The reliance on — and scope of — what innovation means in an organization can become a blindspot. When you base decisions on a concept that you've decided is a constant within your business, something you can rely on becomes an assumption. It is important to pause and review assumptions so that you're not taken by surprise.

Assumptions and unexpected outcomes get in the way of setting up the management of business. Innovation and development without a framework can create ambiguity that results in confusion. By way of comparison, innovation with a framework created on a clear vision allows you to know what ideas and opportunities move you toward your business strategy.

Know, and be ruthless, about what is a possibility and what isn't.

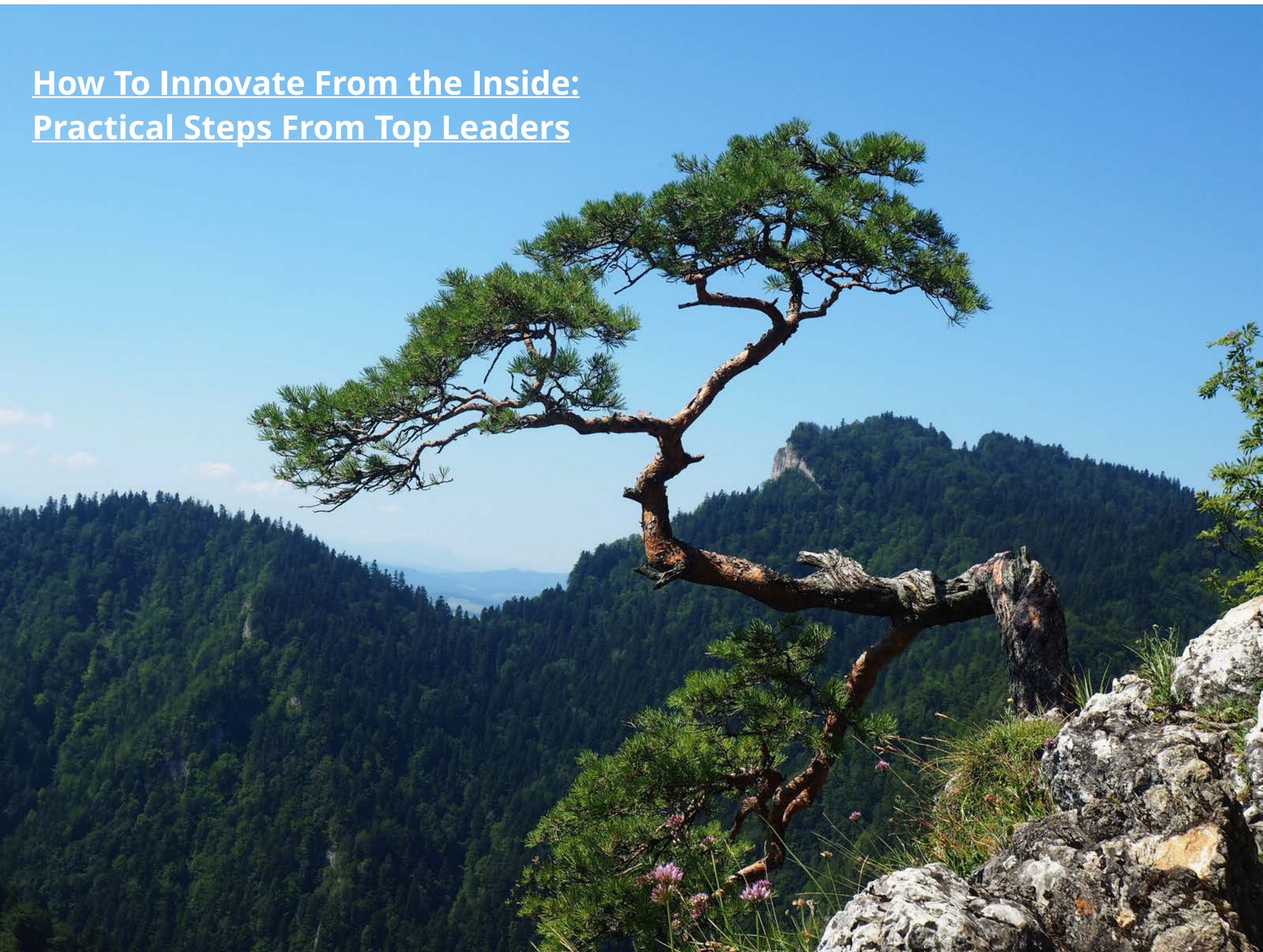
Over the years, companies I've worked with regularly don't understand how much time something takes to



do. This is another area where you can reduce the unknowns — the potential chaos — with your business.

Deliverables and work responsibilities can have known time requirements. This is an important metric for growth. It helps you know when you are at capacity and even where to look to automate processes. There is a heavy streak of efficiency and productivity to leverage. It's through systems that you ensure there is space for creativity, development, and innovation.

How To Innovate From the Inside: Practical Steps From Top Leaders



Additional Resources

[100 Entrepreneurs on Challenges They're Preparing for in 2022](#)

[The World Ahead in 2022](#)

[You'll Be Breaking Up With Bad Customers and 9 Other Predictions for 2022 and Beyond](#)

[BOLD Business Podcast with Jess Dewell](#)





CONCLUSION

Each year brings a new focus that requires BOLD action. This action is what you use to guide your company in the direction you've chosen. Fortitude in facing unexpected problems and new, challenging undertakings are the ones that test our commitment and our willingness to adapt and flex.

If you are like 75% of the successful companies that have pre-established systems to inform their strategy, you've already incorporated ways to put attention into these areas. Reach for what is next by choosing one direction on which to develop and focus:

North: Strategy + Execution | East: Vision + Foresight | South: Communication + Leadership | West: Innovation Development

Companies that actively develop emotional intelligence; promote expanding knowledge and learning from mistakes; as well as invest in resiliency planning ... such businesses harness ingenuity of people within an organization and travel further to reach more success.

How you integrate management and leadership will show in your level of success.

Integrate frameworks that allow you to lean in when times are uncertain. Decide what agreements are beneficial as they shape the way work takes place in your company. Ensure clarity of vision and how this year's initiatives help you guide your company toward fulfilling it.

What we've found from this year's survey results and trends indicate the right actions are being taken, yet results are not being reached.

With the insights from this year's responses, take another look at your strategy and what direction you've decided to go in the next 12 months. The insights collected here are corroborated in the conversations we have on the BOLD Business Podcast.

We are encouraged to create processes, to automate business, to take out as much thinking as possible to get work done. But it is also about doing the right work. Leaning into skills that help you navigate the way forward. This is how to create a thriving business and outperform your competition.

Use your mission and values too. The outcomes from the direction you choose will illuminate what works well (and what doesn't) in the way your company completes work.

Your effort, awareness, discernment, and intuition are necessary as the old ways of working will take you off course.

BE BOLD.



BE BOLD IN YOUR DECISIONS AND IN YOUR ACTIONS.



Tuning in will help you guide the group of people trying to execute your vision. This program contains a growing library of advice and solutions from business experts on a variety of operational and strategic growth topics, designed and continuously growing to serve business owners that want to generate: new results, new opportunities, and new ways of doing business today.



...and more! Visit RedDirection.com for a complete list of where to listen.

CEO INFUSION MASTERMIND



The CEO Infusion Mastermind is for business owners facing growth problems who want to:

- Cultivate what's next for your business.
- Close gaps between what is said and done to conduct better business.
- Strengthen communication to all stakeholders.
- Get back on mission and create a thriving company.

Become part of a group where you can bring your biggest and most urgent challenges.

[Organize and Accelerate Your Results Now.](#)

STRATEGIC INTENSIVE



A strategic Intensive one- or two- day offsite results in a clear view of past performance, actual results, and an actionable plan for you want to guide your business.

Completion of the offsite results in a deep understanding of how to:

- Best leverage time and energy of you and your team.
- Use a dynamic SWOT (strengths, weaknesses, opportunities, threats).
- Measure success.
- Stay tuned into priorities with concrete next steps.
- Do the right work today to achieve long-term goals.

[Get Started.](#)



BE BOLD IN YOUR DECISIONS AND IN YOUR ACTIONS.

FAST TRACK YOUR BUSINESS



Use the experiences of other business owners like yourself who have created extraordinary companies.

Get answers to your questions and those of your peers using the **#AskJess platform**, which will help resolve pressing queries about the day-to-day of running a business.

Build commitment to keep going and keep building a resilient company.

On-demand access to a vast library of over 800 (and growing) searchable podcasts, articles, and videos to help you with the struggles that arise when growing your business.

[Grow my business for only \\$29/mo.](#)

UNSTUCK QUICK



Take the guesswork out of prioritizing.

Know what marks – and how to interpret – progress.

By looking at the goals, what matter most are the factors marking the progress and timing to reach the goal.

Confidence making choices.

Confidence comes with taking action over and over. It's how we learn to prioritize and solve problems, and allocate the resources available.

[Schedule time now.](#)

AMPLIFY EFFORTS



Amplify Your Effort

Your Competitive Advantage Is Your Ability to Prioritize

This program will help you uncover what you value, understand how you work together as a team, and use that to choose priorities and make the best decisions for right now.

You'll learn how to embrace chaos and prioritize opportunities and projects so you can quickly adapt to market changes and achieve your goals. You'll walk away with a new perspective that allows you to be more resilient and work with more **CONFIDENCE** than you ever imagined. [Find out more.](#)



