

True Urgency

A HIGHLY FOCUSED FORCE

Create action that is exceptionally alert, externally orientated and relentlessly aimed at winning. In a fast-moving and changing world, contentment with the status quo can create disaster. Success, or perceived success, produces an inwardly focused organization which reinforces the status quo. A false sense of urgency in an organization has a great deal of action, but it's driven by anxiety and fear and not a determination to win, and win as soon as possible. Both challenges prevent organizations from exploiting crucial opportunities and addressing troubling problems.

In a world that will not stand still, the all-too-common problem of complacency and false urgency can be solved by producing the highly positive and highly focused force of true urgency. True urgency is a highly positive and highly focused force and is driven by the belief the world contains great opportunities and great hazards. With true urgency people respond with action now, not later, ignited by a deeply-felt determination to make something happen. Now means making progress every single day. Now means tackling challenges that are essential to success or survival, winning or losing.

Underlying true urgency is a set of feelings: a compulsive behavior to move, make things happen and win, now. True urgency creates fast-moving actions in people that are focused on important issues, pushing to achieve ambitious goals despite obstacles, working to achieve progress every single day. **True Urgency** will produce results in your people that you very much want and the world very much needs. **True Urgency** opens the door for people to feel true empowerment, true job satisfaction, and bring their "A" game for the ultimate success and profitability of their organization.

LEARNING OBJECTIVES

- Successfully set the stage
- Release your brakes — accelerate your growth.
- Acting with purpose, intent and focus every day
- Empowering people and removing barriers
- Don't let up - Making it stick