

Building a Foundation that Will Change the Future

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Where does the time go? It's hard to believe that we're through the first quarter of 2018 already. The older one gets, the faster time seems to fly. But how time impacts legacy is about more than just speed. Maybe even more importantly, once that 168 hours in a week are gone, we'll never get a chance to go back and use those hours again. Lost time with family or friends, conversation with customers, collaboration with peers and vendors, or the opportunity to close another sale driving MRR will be gone.

And once it's gone, it's gone. There's no turning the clock backward. No time machine that allows us to have a do-over when we fail to fully utilize our time. The Q1 HTG empower meetings had a lot of 'aha' moments about the importance of time and the connection to legacy. Our ability to achieve our BVT (Business Value Target), which is one of the financial legacy goals, is definitely connected to a timeline. The BVT is a large part of our PWT (Personal Wealth Target), which is the money we intend to use to enable our lifestyle after we no longer get a paycheck. Each day we don't move forward toward creating business value reduces the likelihood of our ability to achieve either target. Most of us need all the runway we can get to assure success in leaving our desired legacies, both personally and with the company.

There is a common set of challenges that seem to keep companies from moving forward:

1. Lack of a dependable sales engine
2. Inability to generate leads to consistently acquire new customers
3. Undocumented and poorly managed processes that prevent scalability
4. Ineffective leadership acquisition and development
5. Failure to understand the importance of and value of building strong vendor/ecosystem relationships

Q1 is our quarter to focus on leadership, and there were definitely some discoveries as groups spent time comparing notes on that topic. The first realization, or actually admission, has to be that leadership starts at the top, and if there are challenges in life or the business, the solution is usually related to the person looking back at you when you peek into the mirror – yes, it is us. In order to address that challenge, we have to begin by admitting we are the problem, take accountability to learn needed skills to step up our game, and then execute a plan to become proficient in those skill(s). That is one of the key applications of the HTG Leadership Plan – What will I do to become the leader I need to be?

The second focus is to determine what is holding back the members of your team from becoming stronger leaders in your company. It begins with an honest assessment of their skills, and their alignment with your company mission, vision and core values. But it goes further to evaluate honestly their communication, ability to build trust, conflict resolution, commitment, accountability, and execution. On that foundation you can chart a course to help them learn and develop the needed skills so they can become a leader who can lead, not merely manage to some metrics or activities. You want to build leaders who think like an owner in terms of their area of responsibility.

In a number of conversations there were also lightbulbs that went off about the importance of knowing our 'why'. Many brush that aside as trivial or just an exercise that doesn't matter. But in Q1, more than any quarter I've seen before, there was a moment of understanding that we can't achieve our personal or business legacy if we don't know our WHY. It is core to so much of what guides our definition of legacy. It is foundational to a business being able to become aligned behind a mission, or for an individual to live on purpose.

We made some big strides in some groups and saw some individuals have important realizations this past quarter. These strides were in areas that matter, the underlying foundation to the ability to create leadership, life and legacy plans that will change the future. Leaders are people who have someone following. If we don't know our WHY, we can't lead well. As John Maxwell says: "A leader is one who knows the way, goes the way, and shows the way." That was a focal point during the Q1 meetings and needs to be something we are aware of every day as we live and lead in our personal and business roles. Leadership matters!