

NAVIGATOR

Actionable Ideas

Check the FLY section regularly for new additions. We never stop thinking about growth. Each actionable idea drives conversations and action within your firm.

Ideas

For best results, select one (or two related) actionable ideas and include these factors.

1. A clear firm-wide commitment (most critical factor) to add or improve the selected actionable idea. Also, explain the role of growth in the firm's strategic plan.
2. Ability to focus on a prioritized set of changes or improvements. Don't try to do too much too soon.
3. Make resources and capabilities available to add or improve the actionable ideas. Have a partner or senior manager sponsor the effort and provide team members with the necessary skills and motivation.
4. Clear accountability as to who is responsible for specific components and adding or improving the actionable ideas. This way, each team member will know their own and others' roles.
5. Flexibility when needed. It's not unusual for a project to take a zig or zag along the way. It's often unavoidable. Just be sure to maintain focus.

Action Plan

Create and share an action plan with stakeholders to track activities, ownership and progress.

Activity	Responsible	Target	Actual
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In conclusion, track your additions and improvements. New processes might provide financial results initially but fade over time. Focus on benefits; short and long-term.

Idea Sheets provide quick and actionable suggestions to drive more referrals and introductions. Visit the [Navigator website](#) often for new additions.