

The Dashboard Way

The Dashboard Group was formed to help Fast Lane leaders build high-performance organizations.

These Fast Lane leaders run lean – most have no corporate staff, no HR department, no training department, no MBAs doing strategic planning. Their executives know a lot about building software, building advertising campaigns, or building buildings, but often have no training in building organizations.

In normal times, building a high-performance organization is really hard. But today, building a high-performance organization is harder than ever. Competitors are more aggressive. Customers are more demanding. Employees are more cynical. The economy is more turbulent.

And the “old way” of building organizations simply wasn’t working anymore.

To address this problem, the Dashboard Group spent more than ten years conducting best-practices research. We worked with dozens of Fast Lane CEOs. We combined our findings with two decades of executive leadership experience working in a wide range of industries, organizations, and functional disciplines.

The result? An integrated methodology designed specifically to help Fast Lane leaders build high-performance organizations. We call it The Dashboard Way, and it involves five components, summarized in the table below:

<i>The Dashboard Way</i>	
<i>Decide One Thing</i>	<i>Apply the Discipline of Differentiation to decide which segment to target, and which “One Thing” will be your defining point of differentiation</i>
<i>Design One Strategy</i>	<i>Apply the Discipline of Focus to develop a winning strategy that dominates one market than dabbles in a dozen of them.</i>
<i>Develop The #One Team</i>	<i>Apply the Discipline of Investment to develop your leaders into the #One Team in the industry.</i>
<i>Drive One Direction</i>	<i>Apply the Discipline of Alignment to optimize your organizations and systematically align every function with your One Thing.</i>
<i>Deliver Every Time</i>	<i>Apply the Discipline of Execution to build an organization that delivers what you promise. Not one time, but every time.</i>
<i>One Thing. One Strategy. #One Team. One Direction. Every Time.</i>	

The Dashboard Group helps Fast Lane leaders build high-performance organizations ... organizations that inspire employees, win customers, and leave competitors in the dust.