

## A sample from "How To Turn Your Company's Parables Into Profit"

The new week began as people arrived at work. As they approached their work stations, each noticed a calendar strategically located where it would be easily seen. On the calendar was a blue check mark with no explanation. Curiosity set in. The next week, posters arrived in the plant with a blue check mark - creating yet more curiosity. Soon, the staff found coffee mugs, hats, scratch pads, parking spaces, and other items with blue check marks on them. This was a mystery which had to be solved. Finally, they were told

what the blue check mark stood for: "Consider It Done."

"Consider It Done" is the new vision statement for Armstrong



International, Inc. and all its divisions. The blue check mark is a symbol we use to

"check off" items on a list of things to do.

The new vision statement promotes urgency in every decision made at Armstrong. Since this philosophy of urgency had been promoted for the past two years through the old vision statement, "Armstrong - Expect a Difference Now," it was essential to build excitement and interest in the new vision statement. It was critical to use curiosity and mystery while promoting it.

Today, the tortoise would lose the race to the hare.

## The Moral Of This Story

Remember the childhood story about the race between the tortoise and the hare? Steady and sure toward your goal was the moral of that story. As my quote reveals, today you cannot just be steady and sure and expect to win. Too many competitors (hares) are moving fast and one of those hares won't fall asleep.

"Consider It Done" - our vision statement. Whatever you are working on, do it quickly and stay within the boundaries of your corporate core values. When faced with a question of what to do, the answer will come more easily if you remember to practice urgency.

"Consider It Done" is for everyone. Clearly, the success of our vision will depend upon continuous use and reinforcement at all levels of the company. This vision statement applies to all.



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"Consider It Done" can work for every division. Your division may have its own strategy or business plan that promotes service, quality, innovation, etc. Corporate's vision also should be applied to your strategy. If you're focusing on quality, you should do so quickly. If it's innovation, be the fastest at developing new products.

Like storytelling, urgency is here to stay! Our society and technology are changing rapidly. In the past, product improvement took years; today it takes months; tomorrow it will take days. Today's emphasis on quality, service, innovation, diversification, acquisition, downsizing, or whatever, will pass with other fads. Urgency, on the other hand, will always be needed to implement the newest fad into our business before our competitors do. Our vision - can last forever.

Do your words and actions promote urgency? If asked, "Can my order ship today?" - "Can you finish it today?" - "When can you repair the machine?" - "Can you call this customer back?" - Your answer, "Consider it done."

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