Speed of Implementation

Next level success requires leaders and teams working with next level SPEED. Speed is the great equalizer. Speed is the new BIG. It matters how quickly a team executes. It's not enough to have an idea; it is the implementation of ideas that matter.

Fact: Teams that implement great ideas quickly will win. Those that do not will suffer.

Leaders can choose to be either Good or Great (or better yet, Dangerous). There are lots of good companies out there. There are far fewer Great or Dangerous ones – and they capture the lion's share of the rewards (market share, the best clients, the best talent…). Exceptional teams become so by displaying key success disciplines. And Speed of Implementation (SOI) if one of these.

SOI is essential because it:

- Speeds ROI by bringing benefits from the future quickly into the present
- Reduces lag between Ideation and Execution
- Increases opportunity for learning and adjustment through Action
- Creates momentum
- Improves culture by displaying Bias for Action
- Increases enthusiasm and excitement on the team and from those benefiting from the improvements (customers, vendors, potential hires, etc.)
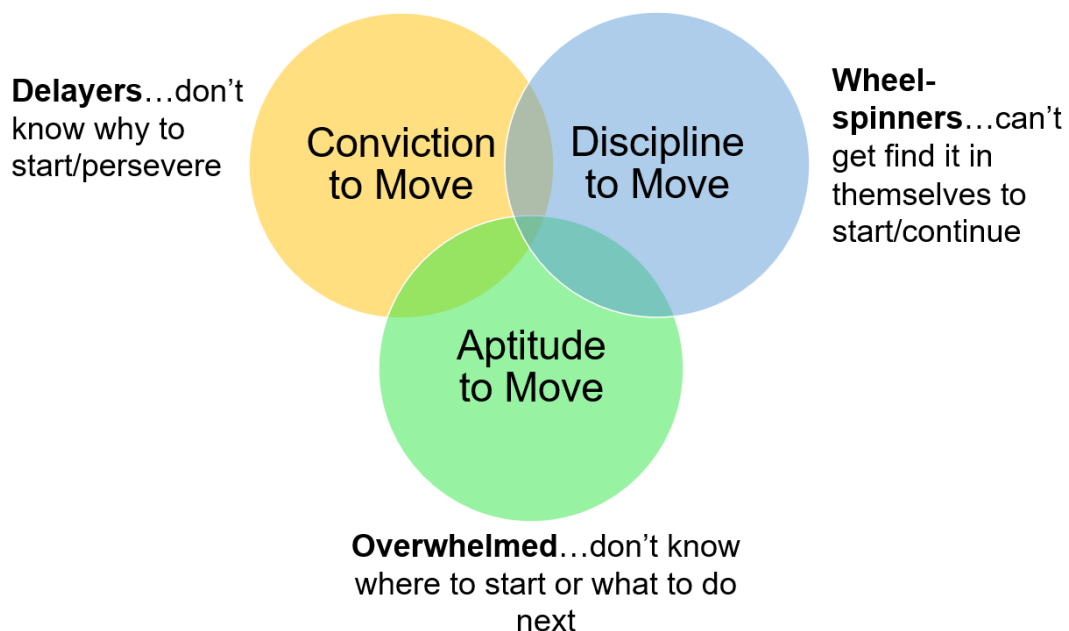
The BIG THREE Barriers to Speed of Implementation are:

Lack of Conviction to Move. With lack of conviction, teams **DELAY** because they the WHY is not compelling enough.

Lack of Discipline to Move. With lack of discipline the barriers are internal and teams **spin their wheels** because they cannot find it WITHIN themselves to take action.

Lack of Aptitude to Move. The team doesn't know what to do or is **OVERWHELMED** by the options.

To move quickly, every leader must ensure that their team is clear on the why/benefits, displays discipline to take action, and has the skills/knowledge it needs.

Delayers…don't know why to start/persevere

Conviction to Move

Discipline to Move

Wheel-spinners…can't get find it in themselves to start/continue

Aptitude to Move

Overwhelmed…don't know where to start or what to do next

Other Common Barriers that Negatively Impact SOI

1. **Over-budgeting of time.** Does it really take 2 weeks or another Quarter?
2. **Over-complicating.** Does it really require another study, more data or a committee?
3. **Not using Now.** NOW is almost always the best time.
4. **Poor calendar control.** Taking too long on a few things can affect time for all things.
5. **Waiting for the perfect time.** Spoiler alert: It never comes!
6. **Desire to stay in comfort zone.** Fear and desire for comfort will smother any good idea.
7. **Bias for thinking about it.** Another way of succumbing to fear and comfort.
8. **Illusion of having more time than you think.** One month is 8.33% of a year. One month easily turns into two and soon you have big chunks of a year wasted.
9. **Lack of excitement around goals/mission.** Big juicy goals drive action. Boring ones keep people on the sidelines and going through the motions.
10. **Lack of clarity about what winning looks like.** Must see the reason to move!
11. **Leaders not wanting to appear Hasty or Pushy**. It's your job to create enthusiasm and momentum!
12. **Lack of empowerment, delegation, and/or training.** Weak teams don't move.

Quick Tips to Improve SOI

- Highlight Speed of Implementation as a Success Discipline
- Be clear on why/benefits of the plan
- Get expert help if the HOW is not clear
- Make quick, simple plans and get into action quickly
- Model speed with and for your team
- Don't tolerate meetings that go nowhere and other time-sucks
- Explain the urgency in addition to the importance
- Discipline yourself to get the little things done quickly

- Be Focused (another success discipline) on the few things that matter

Exercise to Improve Team SOI

Reflect: how might more speed of implementation positively impact our results? (ex. Happier customers? More customers? Increased efficiency? More exposure or brand recognition? More talent? More engagement with team members?)

List some of the projects or actions that would benefit from increased speed of implementation. Why these?

What can be done to speed these up?

Team discussion: In what ways can we implement our ideas faster together? What might get in the way?

I hope this quick guide and exercise inspired you to consider the benefits of Speed of Implementation on team results. SOI is not for everyone. Leaders and teams that are content with average may find the idea uncomfortable. But for the growth-minded leaders and teams that wish to be exceptional, applying the discipline of SOI can be a game changer.

In your Corner,

PS [Sign up HERE](#) for additional resources for Next Level Leaders and Teams.

About Covert Consulting

Covert Consulting helps improve leaders and their teams – enabling them to get better results faster and with less wasted effort.

Covert Consulting was founded by Gary Covert and helps leaders in any industry (including, but not limited to healthcare, construction, energy, logistics, defense, restaurant chains, and manufacturing) increase company value, profits, and revenue while at the same time strengthening cultures for value creation.

For more information on services, please visit www.garycovertconsulting.com

About Gary Covert

Gary Covert is a trusted advisor to CEOs, owners, and their leadership teams. Through his tailored approaches, Gary helps leaders execute strategically, develop great teams, and innovate continuously without burning out. Gary earned his MBA from Thunderbird School of Global Management and his BA in Japanese from ASU and is the host of the podcast, *Leading Prosperity*. You can reach Gary at gary@garycovertconsulting.com or 480-720-9551.