

**Sail America Conference
June 12, 2008**

**Innovate
to Accelerate**

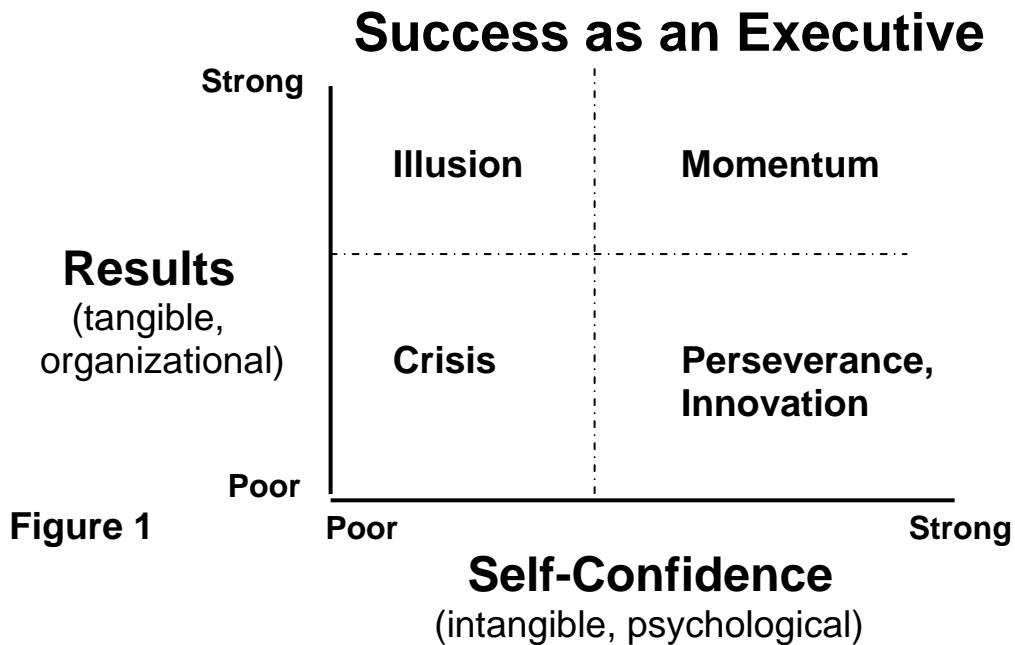
**Practical Processes to
Propel Business Momentum**

Presented by

Dan Coughlin, author of the book,

**ACCELERATE
*20 Practical Lessons to
Boost Business Momentum***

Business Innovation - the process of creating additional value for customers that they will purchase at a profitable margin for the organization.



Accelerator Action #1: Review past successes, preview future successes.

Review a past success story.

- a. What was my goal?
- b. What were the obstacles?
- c. How did I persevere?
- d. What did it feel like when I achieved my goal?
- e. What lessons did I learn from that experience that I can use today?

Preview a future success story.

- a. What do I want us to achieve?
- b. Why do I want us to achieve it?
- c. Why do I expect that we will achieve it?

How can I use this process in my business in the next 30 days?

Accelerator Action #2: Maintain daily enthusiasm.

The Process for Maintaining Enthusiasm

- a. Clarify the purpose for my work. (Why do I do the work that I do?)
- b. Every day focus on fulfilling my purpose.

How can I use this process in my business in the next 30 days?

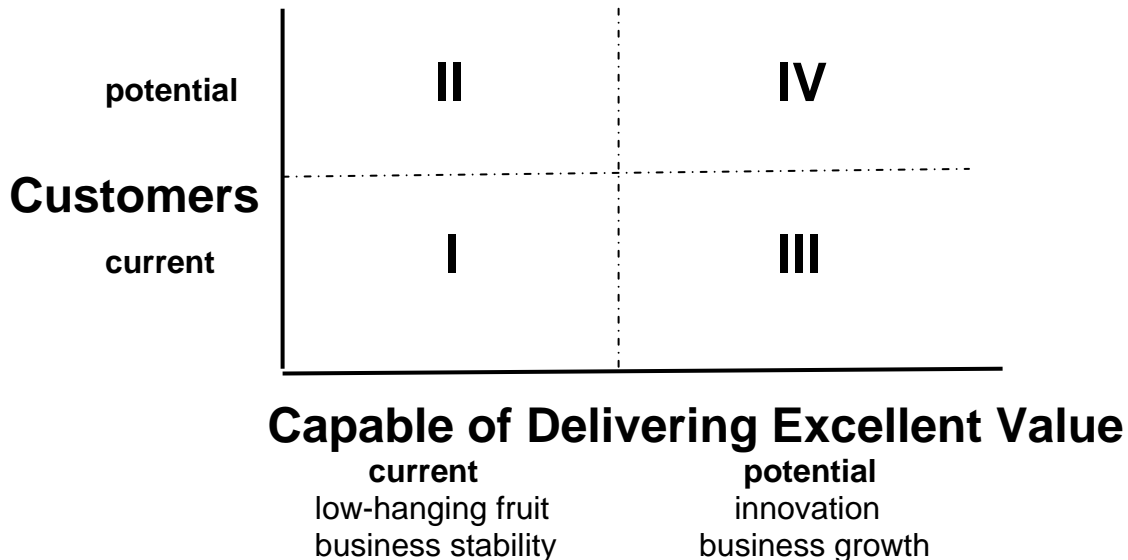
Accelerator Action #3: Intentionally intersect my strengths and passions with desired outcomes.

The Process of Intersecting Strengths, Passions, and Outcomes

- a. What are my values? What beliefs guide my behaviors? (*Values*)
- b. What are my strengths? What am I good at doing? (*Strengths*)
- c. What are my passions? What gets me excited when I do it? (*Passions*)
- d. What is one high priority desired outcome for my business and what is one high priority desired outcome for our customers? (*Outcomes*)
- e. How can I use my strengths and my passions in a practical way to accelerate the achievement of one of my organization's most important outcomes and one of my customer's most important outcomes while still operating within my own values? (*Focus*)

How can I use this process in my business in the next 30 days?

Accelerator Action #4: Find revenue growth opportunities.



The Process for Finding Revenue Growth Opportunities

- I. What product or service do we currently sell that delivers excellent value that some of our current customers could purchase but have not done so yet?
 - la. What product or service do we currently sell that our current customers would buy more of if we increased the quality of that product or service?
- II. What product or service do we currently sell that delivers excellent value that potential customers will benefit from and who are those potential customers?
- III. What product or service can we create that will deliver excellent value that our current customers will want to purchase?
- IV. What product or service can we create that will deliver excellent value that potential customers will want to purchase and who are those potential customers?

How can I use this process in my business in the next 30 days?

Accelerator Action #5: Search for customer insights.

- a. Observe customers.
- b. Talk with customers.
- c. Be the customer.
- d. Walk through every step of the customer's journey.
- e. Review the research.

How can I use these approaches in my business in the next 30 days?

Accelerator Action #6: Study companies with your definition.

- a. What organization has the same definition as our business?
- b. What does this organization do exceptionally well for their customers?
- c. How can we use that concept for our customers?

How can I use this process in my business in the next 30 days?

Accelerator Action #7: Collaborate to innovate.

- Competition – me against you
- Cooperation – divide tasks and conquer
- Collaboration – discuss ideas and build on each other's ideas

Collaboration is the highest form of acceleration.

How can I use more collaboration in my business in the next 30 days?

Accelerator Action #8: Schedule thinking time.

The Creative Process

- a. Select one area of focus (issue or objective).
- b. Turn it into an open-ended question.
- c. Answer the question from a variety of perspectives. (Rotate the crops.)
- d. Combine ideas to make better ideas.
- e. Select my best idea.
- f. Develop an action plan.
- g. Move back into action.

How can I use this process in my business in the next 30 days?

Accelerator Action #9: Sacrifice to innovate.

The 1-3-6 Process for Focusing Efforts

- a. What is the one most important business outcome I want to improve in the next six months?
- b. What three things can I do that would have the greatest positive impact on improving that outcome?
- c. What six things do I need to stop doing so I have the time and the energy to do the three things I know would have the greatest positive impact on improving my most important desired business outcome?

How can I use this process in my business in the next 30 days?

Accelerator Action #10: Use *The Cycle of Innovation*

- Remember the dilemma of the three-year sales cycle.
- Keep in mind the four phases of innovation.
 - o Incubation Phase.
 - o Small-test Phase.
 - o Large-test Phase.
 - o Rollout Phase.

How can I begin *The Cycle of Innovation* in my business within the next 30 days?

Accelerator Action #11: Continually raise my bar.

The Bar Raising Process (stay logical, not emotional)

- a. What was the goal?
- b. What was actually achieved?
- c. What did I do to try to achieve the goal?
- d. What worked well and why did it work well?
- e. What did not work well and why did it not work well?
- f. What lessons did I learn?
- g. What will I do the same and what will I do differently as we move forward?

How can I use this process in my business in the next 30 days?

Accelerator Action #12: Manage change.

The Process for Managing Change

- a. What are we changing from and why?
- b. What are we changing to and why?
- c. How are we going to make this change happen?

How can I use this process in my business in the next 30 days?

Accelerator Action BONUS: Play it SAFE.

- Play at what you do.
- Make an impact.
- Sustain a focused effort.

About Dan Coughlin

As a business keynote speaker at national conferences, Dan Coughlin speaks on entrepreneurial habits, executive effectiveness, leadership, innovation, branding, and sales.

As a management consultant, Coughlin specializes in strategy, planning, and execution. As an Executive Coach, he has provided more than 1,500 coaching sessions for CEOs, division presidents, vice-presidents, and senior directors in Fortune 500 companies and privately owned firms.

Dan Coughlin's clients include Toyota, Marriott, Coca-Cola, McDonald's, St. Louis Cardinals, Boeing, American Bar Association, Eli Lilly, AT&T, IKON Office Solutions, National Quality Review, RubinBrown, McCarthy Building Companies, Heartland Dental Care, and more than 100 other organizations in over 30 industries.

He is the author of the book, **ACCELERATE: 20 Practical Lessons to Boost Business Momentum**, a #4 Business Bestseller at Barnes & Noble.

Quoted in *USA Today*, *the New York Times*, *Investor's Business Daily*, *MWorld: The Journal of the American Management Association*, and dozens of other publications, Dan Coughlin has written articles that have been published in more than 100 trade association publications. His research includes more than 3,000 hours on site observing executives in a wide variety of working situations.

**Visit Dan Coughlin's
Free Resource Center on Business Acceleration**

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www.thecoughlincompany.com