

The Six Simple Questions in Action

(excerpted from [Stick with It: Mastering the Art of Adherence](#))

Let's take a look at how a *worldwide manufacturer of golf clubs* might answer the simple six questions to develop a strategy:

1. Why do we exist?

To bring confidence and winning strokes to golfers across the globe.

2. Where are we going?

We will be a trusted club in the golf bag of 75 percent of the world's ranked professional golfers.

3. How will we conduct ourselves?

- Innovate in all we do—the big ideas and the little ideas.
- Respect our teammates and the profession we serve.
- Pour our hearts into our work. Every club is a reflection of us.

4. What will we do?

- Penetrate new markets.
- Boost brand exposure.
- Drive organizational efficiency.

5. How will we measure our success?

- Penetrate new markets
 - Increase sales from \$5 million to \$10 million in China and Japan.
 - Increase sales by 15 percent in the European market.
- Boost brand exposure
 - Achieve number 1 or 2 ranking in all professional player surveys of best brand of clubs.
 - Triple the number of brand impressions in Asian markets by year-end.
- Drive organizational efficiency
 - Reduce manufacturing waste by 10 percent by year-end and by 20 percent over three years.
 - Reduce expenses as a percent of sales by 5 percent by year-end and by 15 percent over three years.
 - Improve average employee engagement score to 4.5 by year-end and to 4.8 (top 1 percent in industry) in three years.

6. What improvements or changes must we make?

- Penetrate new markets
 - Hire new sales leaders for Asia and Europe.
 - Double pipeline of player endorsements in Asia and Europe by year-end.
- Boost brand exposure
 - Sign three new sponsorship deals with top 100 ranked players by year-end.
 - Double the number of tournaments for which we are a primary sponsor.
 - Sponsor 10 junior golfers' clinics in each geography.
- Drive organizational efficiency
 - Train all employees on innovation techniques.
 - Review lowest-performing products.
 - Implement *Passionate Performance* engagement model to drive employee engagement.

[Contact us](#) to discuss an **efficient, tailored process**
for creating a compelling plan to drive growth.
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