

Jim's Profit Accelerator 88: Is This Your Jamie Weisner Moment?

Jamie Weisner is Oregon State's Pac-12 player of the year. As one of seven kids, she scrapped for her share, and has continued to out-scrap nearly everyone she's played. Remarkably, her discipline may outstrip her drive: as a college sophomore, she's in bed by 9:30 p.m. and at the gym the next morning at 6:00 a.m. for an hour of focused practice. Her discipline provides the honed shooting and floor play that enables her to combine team-high scoring with surging enthusiastic leadership for her team. (She scored 38 points in OSU's win over DePaul in the Sweet 16 round for the national championship.)

SPEED BUMP: Disciplined skill building enables leaps of leadership.

Here's what you might consider emulating: Weisner is best known for all-out leaping, driving, and striving without limit. She's the one who you'll find chasing down the ball when there's little hope of retrieving it. (Yes, she's an exceptional rebounder, too.)

Application to you as leader: At halftime in the DePaul game, OSU was hitting 58 percent of its shots—remarkable in anyone's league. When OSU coach Scott Rueck asked how his players were feeling, Jamie responded, "I think we can crank it up a notch."* She did and they did.

SPEED BUMP: Good results are an invitation to crank it up, not settle for refining.

I'm meeting successful CEOs who have things humming pretty well. They seem satisfied with consistent but modest improvements over last year. It's as though they doubt their skill and want to hang on to today's good times.

In contrast, when one client was willing to look at cranking it up a notch, we (he, his executive team, and I) found a way to boost earnings 30 percent—and executed it in six weeks! We found this path by throwing out the limits, and going for ideas with big potential results. It wasn't hard to pick the best quickly.

SPEED BUMP: Sometimes it takes outside eyes to boost you beyond today's success.

You already know this: The leader's job isn't to maintain good times. It's to relentlessly and radically challenge today for an exceptional tomorrow. Do this in the memory of Intel guru Andy Grove, whose eponymous book should be our mantra: *Only the Paranoid Survive*. The book's hyperbole has truth for today's leaders.

ACCELERANT: What would it look like for you to ask your team to crank it up a notch?

For more information on how you can accelerate revenues and profits in your business, please call or email me.

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For more information, visit www.grewco.com.

Jim Grew is an expert in CEO-level strategy and executive leadership whose clients refer to him as the Business Defogger and Accelerator. Jim helps leaders swiftly discover the hidden opportunities within their businesses and exploit them for dramatic results. Nearly three decades of success as a COO and CEO coupled with his experience running nine thriving businesses provide the foundation for his consulting work as president of the Grew Company. He presents regularly to industry groups, mentors business leaders, and shares insights on his blog, BizBursts.com: <http://bizbursts.com/>. He holds BA and MBA degrees from Stanford University.

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