

Continuous Improvement



On February 13, 2022, the Super Bowl will be played for the 56th time since its conception. Two teams will battle it out for the rights to be Super Bowl champions of the NFL. Each NFL team goes through a strenuous 17 regular season game schedule, followed by playoff games, then eventually the Super Bowl. In many instances, it's not always the best team that wins, but the team that is playing its best football at that time. The team that is "hot" The team that is continuously improving week over week. This is the team that will be crowned champions.

In business, we often get caught up in reviewing stats and numbers to determine performance, and we don't always view the individuals or teams that demonstrate a consistent track record of increased productivity and improvement. Like sports, business organizations face multiple challenges through the year, but it's the individuals or teams that find a way to fight through these opportunities and stick to their specific gameplan that succeed.

The mantra of continuous improvement is one that is built on understanding where you are at the present time, and what it will take to get to where you want to be. For teams in the NFL, the ultimate goal year after year is to win the Super Bowl. So, for every NFL coach it would be easy to say "Our goal is to win the Super Bowl" but if they do not have a specific gameplan/vision on how to achieve this specific goal, it probably will not come to fruition. In business the goal is to grow every year... profit, sales, etc..... But to achieve that goal, a mindset of continuous improvement must be instilled within each organization. Laying out the "how to" get there plan is imperative.

With a continuous improvement mindset, it's essential to start with small goals. **Think quality over quantity.** Goals that you can put a specific and trackable plan together to get you from point A to point B. Starting small will help you with larger goals in the future because you have established a specific model or map to learn from. Also, by starting with smaller goals, you can see positive results quicker. This can help morale, and drive enthusiasm to go after larger goals.

Patience and planning are necessary factors that are crucial to establishing a culture of continuous improvement. Having the patience and understanding that it takes time to build a culture of winning, is vitally important for success. Don't expect results tomorrow. Give it time and celebrate the small wins. Small wins will eventually turn into big wins.

As I write this article, there are currently 8 open NFL head coaching jobs. On average there are 6-7 head coaches in the NFL fired every year. Wow! I guess certain owners in the NFL could benefit from practicing some patience, but I guess that's why the NFL stands for.... **Not for long.**

Enjoy the game!!

Respectfully...Clark Willis