

**GoalTrak<sup>®</sup> User News #11**  
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In our Capitalist system, profit is a requirement for the ongoing viability of an enterprise. We need to look no further than the Detroit automakers and the Airlines to see what happens when profitability isn't present. While it is true that external forces such as rising oil prices exacerbate the situation, in our opinion, much of the blame for today's state of affairs can be laid at the feet of the leadership of these organizations.

In recent months, two of our colleagues have published books that address the causes of less than stellar organizational performance. Both offer remedies "from the inside out."

In his book, "The Tripping Point in Leadership", David Byrd looks at the "apathy" of the people in organizations, including leaders. He laments the apparent lazy attitudes and the avoidance of accountability that now permeates our workforce and suggests ways and means of re-energizing people.

Tom Northup's "Five Hidden Mistakes CEOs Make" takes a look at the role of leadership in organizations. He clearly defines the pervasive shortcomings he has found both as CEO and consultant, and offers realistic steps for leaders to take to enhance their results, including profitability.

At Quantum Voyage, Inc., our clients and markets served are those referred to today as SMB - Small to Mid-size Businesses. For us, the sweet spot is that organization with between 25 and 2000 people. These organizations too, are feeling the effects of rising gas prices, a sluggish economy, the financial melt-down and housing slump.

Leaders in the SMB market can take action that will have an immediate impact on their organization's results. This is one of the reasons we like working with this group. Leaders in "big business" can also take action, however, getting tangible, measurable, meaningful results takes a very long time; after the interminable meetings and protracted decision making process.

With over 30 years of hands-on experience and strong theoretical grounding, the shirt sleeve, action oriented, real world proven methods embodied in **GoalTrak<sup>®</sup> EV** provide outstanding ROI to leaders with the desire to make a difference. Real-time actual

results, shorter meetings, collaborative goal setting, objective performance appraisals, bottle necks opened.

If transforming your organization into a goals-driven, results oriented enterprise, where clear direction is the norm, and where people enjoy accountability for their performance is what you want to do, give us a call or send us an email. We'd be glad to help.

If you would like to read of either of the above mentioned books we'll send you a copy just for the asking.

We look forward to hearing from you.

Regards,

Rich & Steve