

The Management Chain

Going from Outstanding to Being the “BEST”

The best organizations clearly understand the individual management links needed in the “management chain,” and that the chain is only as strong as the weakest individual link. To ensure the organization remains the “BEST,” the chain’s cohesive interlocking links must be continuously improved. The management links are summarized below.

1. **Best People** make up the best organizations – people are an organization’s most important resource. The best people should focus on the biggest opportunities for improvement – not “fire fighting.”
2. **Best Leaders** use their best people to help develop a clear vision of the future and then a simple plan for attaining the future state by establishing an innovative environment and energizing the staff to be the best.
3. **Best Culture** is established to ensure the mission can be completed in an integrated/innovative/productive manner – the culture must always enhance the organization’s ability to achieve its mission and focus on being the “best.”
4. **Best Customers** are those that keep returning because they feel valued and always receive what they need – a strong customer commitment is a must.
5. **Best Strategic Plans** provide a clear, simple, results oriented and monitored plan for becoming the best by integrating the budget to outcomes/results. (An organization with no plan is going nowhere, and people focus on what managers “inspect” not what they expect.)
6. **Best Practices** must either be developed internally or acquired from other organizations through benchmarking with the “best.” The best organizations understand that you must learn from the best to be the best.
7. **Best Continuous Improvement** becomes a way of life – best organizations understand that they cannot stay the best unless they continuously improve. (Focus on doing everything simpler/better/cheaper/quicker.)
8. **Best Data** is needed to ensure the organization is achieving the results expected. Best organizations understand that you cannot manage what you do not measure. Data should focus on preventing problems and improving activities.
9. **Best Incentives** are needed to ensure the best people are properly motivated to achieve the mission of the organization. Many of the best organizations use a form of “gain sharing” to keep their staff focused on achieving the mission. However, multiple incentives must be used to keep the best people from leaving.
10. **Best Organizational Structure** is needed to ensure that the integrated organization works together in an efficient and effective manner. Best organizations strive to keep structure simple, streamlined and focused on achieving results.
11. **Best Marketing** of successes and future plans guarantees that both staff and customers are aware of improvements accomplished and what to expect in the future. (Success breeds success and becomes a learning tool for staff and a reminder to customers that our focus is to be the best at meeting their needs.)
12. **Best Technology** utilization comes from applying known technology to enhance/improve an activity and not simply jump onto the “new technology bandwagon.” The best organizations typically do not pioneer new technologies; they pioneer the use of existing technology to improve operations.