



Quantum Execution

This is by far my personal favorite business management topic - EXECUTION. Not just simple execution such as “making it happen” or “getting it done”, but deep and impactful execution leaving nothing to chance or question. It is what we have termed; *Quantum Execution*.

In operating our businesses we are required to execute each and every day. We also require the same of our staff and many times delegate functions that involve individual or firm-wide delivery. Most strategic and tactical tasks are executed at basic levels that complete the given task and allow us to move forward to the next task. This is simply how our minds are programmed for task completion.

Unfortunately what we complete is only a portion of all required to ensure we leave nothing open for possible reoccurrence and to expand our minds to other opportunities within the task for excelling our people, operations and procedures. Procuring *Quantum Execution* within your business model requires completion excellence within every element of your business and becomes a core philosophy of task management.

An easy example of *Quantum Execution* is very common to each of us – CRM management. Adding a contact to a CRM for present and future communication and follow-up is quite simple. The name, address, phone number, email, birthday and spouse information might be adequate client data. *Quantum Execution* requires you to add social media handles for future usage and data-tracking, children and grandchildren data for next generation planning, food preferences and vacation plans, even bucket-list information to use when planning and discussing long-term goals.

The largest complaint of *Quantum Execution* is the extra time it takes business owners and staff to execute at this level. Most choose to simply get by, complete the tasks and then go back to the task if needed in the future. Unfortunately this adds unnecessary layering to projects adding; time, inconsistency and making it harder to quantify results for each task.

Implementing *Quantum Execution* in your business does not require a complete infrastructure or style change. A great way to begin is by adding this to each of your strategic planning initiatives. In present and future business planning (e.g., hiring new staff, technology adjustments, new marketing focuses, seminar alterations) make certain you and your staff move through every atom required to secure the best outcome and offshoots from the initiative that might create additional opportunity related to the same or future tasks. In previous white papers we have mentioned our process of mapping. Mapping can be an excellent way to work through the given task by visualizing where you are and what needs to be accomplished for maximum efficiency and success. Take an open project or idea and review alone or with your team to list out every building-block required to create a complete project.

Quantum Execution can be one of the easiest and most efficient ways to create short and long-term growth within your organization. It should excite you knowing you have uncovered and secured every requirement to deliver only the best in all you do.

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