



By Tom O'Shea, CMC

Speed, fitness, flexibility, resilience ... words more often used to describe a world class athlete than a business organization. But they are what your enterprise will need more of in the future. Much more. Later this month, the best athletes from across the globe will assemble in London for a month full of individual and team competition to determine and declare “world champions” in 28 different sports involving 300 events and 10,000 athletes. We have grown accustomed to highly specialized athletes training vigorously to run and swim fractions of seconds faster or jump and throw inches higher or longer. National teams in a variety of sports strive to aggressively compete with a shared focus, athletic synchronization and fierce commitment to winning. If we were to initiate a true “**Corporate Olympics**”, we might define “sports” as the major functional processes (e.g. sales, marketing, talent management, supply chain, etc.) that contribute to corporate success but what would be the events held for each sport?



By all accounts, the 21st century is bringing a frenzy of innovation and change driven by the continuing digital revolution, rapidly expanding interconnectivity and intensifying global markets. This environment of accelerated uncertainty is not going to blow over and settle down...

ever. We might consider this FUTURE SHOCK 2 ... the era of “turbo turbulence”, with more uncertainty coming at us faster than ever! How well are organizations prepared to survive in this business and global economic climate? How well are many countries and societies equipped to survive this rampant transformation? Part of the answer is that organizations that can continually monitor, anticipate and adapt to trends in their environments better and faster will not only survive but



thrive. Their products and services must match, and sometimes even create, customer demand. This capability depends on strategic agility. Strategic agility may sound like a ten-dollar phrase or a slice of corporate rhetoric found in annual

reports or quarterly news releases. But at its core, strategic agility is simply having clear understanding and alignment of organization values and for-ward-looking focus together with the capability to execute the corresponding priorities better and faster.

Outlined below is a collection of possible competition areas (events) for the **2013 CORPORATE AGILITY OLYMPICS** if there were to be such a competition. I am certain that you can think of many more “events” that would be relevant for this competition and which would reflect true “world class” performance and I invite you to share your thoughts in our [Agility Consulting LinkedIn Discussion Group](#).

Possible Events for 2013 Corporate AGILITY Olympics!		
Major Sports?	Possible Events & Descriptions	World Record?
Sales (Demand Creation)	<ul style="list-style-type: none"> Selling cycle from initial prospect to first delivery of service Forecasting accuracy index to lead time Time and completion rate of up-sell capacity 	TBD
Marketing (Reputation Mgmt)	<ul style="list-style-type: none"> Time to reach 90% unaided awareness % participation in a promotional event % of targets to enroll or "like" you on FaceBook 	TBD
Supply Chain (Demand Fulfillment)	<ul style="list-style-type: none"> Throughput time per 1,000,000 Q1 units Changeover time per 1,000 workstations 4 continent logistics challenge via next day delivery 	TBD
Human Capital (Talent Management)	<ul style="list-style-type: none"> Cross-training retention index Corporate Leadership Decathlon Change Management Marathon 	TBD

So, what would be the sports and events you would include in your CORPORATE AGILITY OLYMPICS? Who are the "best athletes" in those competitions that mean the most to you and your business. Are they with you or reside with your competitors? What is the specialized training and development you are doing with your teams and what are the performance challenges you have given them to build their endurance, speed, flexibility and focus?



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