

## *On the Same Page* by Jim Horan

Can you clearly articulate the vision, mission, strategies, and objectives for your company? If you were to ask these same questions of your key employees, partners, or investors would their responses resemble yours? Are you and your extended business team on the same page?

I invited readers of this newsletter to answer the question "What does it mean to have everyone on the same page? Here are some of their responses:

I believe the ability to enroll members of an organization on the "same page" dramatically affects its success or failure. Yet, gaining "clarity" of what that page looks like is challenging; I refer to it as a "foundational" step. As with building a home, you need a solid foundation.  
Alan Aurich, One on One Alliance

The Business Cemetery is filled with corporations whose management refused to get and stay on the same page.  
Bill Cate, President, Equity Finance Solutions

As the leader of my company, I have to get everybody on the same page.  
Brian Ball, President, ISO Productions

I enjoyed thinking about the "being on the same page". One thought was the implied cooperation that people must have to all be on the same page. For some this means they must slow down and for others they must struggle to keep up. A page isn't enough by itself. It's what it implies toward the final destination that makes it so powerful. I think we take the phrase for granted.  
Ruthie Petty, Graphic Designer & Artist

Being on the same page is good only when the page itself is good. I believe the competency of the page authoring is more important than having everyone on the same page. Beware of those with the persuasion skills who can get everyone on the same, but faulty-reasoned, page.

There's a wonderful exercise where you throw out a quarter, a nickel, a dime and a penny on the table. Then you ask two people "What do you see?" Some are likely to say "silver, copper, round things", others may look at the same objects and say "forty-two cents." Its amazing how two people can look at the same thing and see something entirely different.

How many ways is your team viewing your business? What would happen if they all shared the same view? This can be accomplished with three things, 1) a concise written plan that everyone understands, 2) a budget, and 3) regularly scheduled meetings to review the business and assess progress. Start this year with your business team on the same page!

Dan Cifelli, 3D Dan

I presume we are talking about our staff, but the concept also applies to our customers. Being on the same page means we all understand our company mission and work towards common goals.  
Linda Connelly, President, Leaders in Community Alternatives

I assumed that the "get everyone on the same page" originated in church, where singing hymns or doing responsive reading of scriptures, required everyone to be on the same page.  
Kent Black, Kent Black Associates

We can't expect employees to have the exact same goals we have as owners, but their goals must be in alignment with ours.  
Mike Van Horn, Director, The Business Group

What comes to mind is attunement, tuning in, being in tune, sharing the same way of looking at something, working together, communing.  
Jimmy Sloman, Author, Handbook for Humans

Sometimes I use the phrase to set the stage for developing harmony, which brings people into the thinking process and gives them ownership in the project. At other times in an autocrat mode, I use the phrase to preface my announcing the goal, leaving no room for any discussion.  
Bill Anhalt, CEO/Entrepreneur/Founder