



Building Momentum —by Brett Hutchinson

Over the years as we've been helping businesses get unstuck and off the hamster wheel, we have discovered 12 questions that every organization needs to answer in order to *build momentum*.

The questions are all straight forward and on first glance may seem simple to answer. Chances are you've already answered some and have been completely stumped by others. That's OK; it takes time to figure these things out. Sometimes you need an outside perspective to fully answer these questions. Let's take a look.

Here are the questions:

1. What are we passionate about?
2. What are we best at?
3. What do people pay us for?
4. What is our main objective?
5. What problem do we solve? (*Or what need do we meet or desire do we fulfill?*)
6. Whom do we solve it for? (*Customers, referrers, influencers*)
7. How do we solve it?
8. What changes for those we serve?
9. What type of organization are we? (*i.e., Internet provider, premium coffee lounge, clearinghouse for adoption information*)
10. What are the main roles of the people we employ? (*i.e., programmers, designers, salespeople, barista, roaster, manager*)
11. How do we operate? (*i.e., develop web sites, roast coffee and serve custom drinks, provide latest adoption information*)
12. What do we produce? (*i.e., goods or services, web site code and structure, web site content, articles, research data, a diverse menu of hot and cold beverages made to order*)



When you find yourself able to answer all of these questions with confidence you'll discover that communication and marketing gets easier. The inertia of "not knowing" isn't pushing you backwards. You'll start gaining forward movement—real momentum.

Let's test you. Here's a quick exercise to see if you have momentum:

1. Set a timer for 2 minutes, see how many of the 12 questions you can answer off the top of your head.
2. This time, set the timer for 2 minutes per question—try to answer or refine your answers from the first pass. (It will take you about a half hour)
3. With your answers written down, try to fill in this sentence:

“We are a (type of business), that works with (type of customer), to (what you are doing) in order to (what you accomplish).”

How did you do?

The temptation for business leaders is to see marketing and communication as ways to fix everything. Resist. Marketing won't be able to do its job until you've answered these bigger questions about your business. If you jump right to messaging without answering these questions, don't be surprised when nothing happens. Answer these questions and then don't be surprised when your business takes off into the stratosphere.

Personality™ offers a one-day Momentum Workshop to help executive teams agree on the answers to these 12 questions. Call Brad Abare today for more information at 1-213-201-1800 ext. 704 or e-mail him at brad@thinkpersonality.com