



# The Four Essentials Of Business

FIVECAPITALS

## INTRODUCTION

Vince Lombardi, a famous American football coach held the belief...

*“Any team that didn’t pay attention to the fundamentals, would not achieve the greatness they so desired.”*

We believe it’s the same way in business. If we take our eyes off the essentials, we run the risk of living in the daily details rather than seeing and capturing opportunities, proactively solving problems and keeping our long-term innovative edge. In short, we miss the few things only the leader can provide: how to improve, where we need to go and what we need to do.

In our work with hundreds of business executives, we have determined that there are four fundamentals or “Essentials” for business that, if optimized, will exponentially improve company performance.

## THE FOUR ESSENTIALS

### ■ Essential #1: A Clear and Distinct BRAND

Your company BRAND is more than just a logo or tagline. It’s who you are. It’s your company identity. It contains the vision, mission and as Simon Sinek says, “the reason ‘WHY’ your company exists.” If you and your leadership team are not together on identifying the brand, you have some work to do. No one follows a rudderless ship. In the same way, your business will flounder if you don’t have a defined identity and reason for existing.

### ■ Essential #2: A Healthy and Productive CULTURE

Every company has a CULTURE. Yet, not every company has a healthy and productive one. Research affirms that companies that are proactive in building a healthy culture see the results in their bottom line. So, how does one go about increasing ownership, engagement and productivity? These environments are the result of a leadership team proactively training, consistently mentoring and equipping everyone in the organization to reach their potential. It’s a “serve you” rather than a “serve me” mentality.

### ■ Essential #3: A Satisfied and Growing MARKET

Everyone wants to see their customers in their MARKET brag about their products and services. To help companies get there, we start with some fundamental questions: 1) Who is your primary customer? 2) How well do you know them? 3) What do they value most? 4) How do you best engage them? Many teams either can’t answer the questions or can’t find agreement on the answers. The most successful companies make it their business to know all about their customer so they can always engage and learn from them.

### ■ Essential #4: Engaged and Committed LEADERSHIP

This fourth essential weaves its way through the other three. Successful companies have leaders who together keep the BRAND alive, grow the CULTURE, and serve the MARKET. In these organizations, leadership isn’t a drain, it’s a joy. With a constant focus on developing others, there is never a shortage of people ready to step-up. These companies create a leadership pipeline of “ready leaders” as the organization grows.

## ENGAGE WITH US

We would welcome the opportunity learn more about your business, see where you’re at and discern how we can help. To learn more or to set-up a coaching session, contact us at [info@onwardcoaching.co](mailto:info@onwardcoaching.co) / 317.753.4133. Ask about our free discovery sessions and assessments.