

Competitive Advantage

It's not an obsolete objective

by: Milt Habeck / February 29, 2012



Point of view in a nutshell

In world class companies, the responsibility for achieving competitive advantage doesn't reside exclusively in the Marketing Department or R&D lab; it resides in every employee's job description. That attitude is the first step along the path toward dramatically improved performance and robust financial health.

What I've seen walking around

I've walked around many plants the last 30 years. The surprising (international/almost universal) findings are:

- ☒ Employees don't know what world class performance looks like and worse, they don't know that it's important to find out.
- ☒ There are multiple layers of management who've never seen world class; they wouldn't know how to map a path to get there. The net result: there's a 'myth of competence' stalemate.
- ☒ There is a gaping void on righteous impatience with the status quo.
- ☒ The conventional wisdom is: it's better to remain quiet/invisible than campaign for changes to business process and procedure.

I don't see indignation with the current state. I don't see determination to win.

Instead I see "save-our-way-into-survival-one-dollar-at-a-time" strategies. I see talented, disheartened employees praying that their job isn't part of the next round of layoffs. The culture in many plants is: "there are too many impediments to thrive, so let's just keep our heads down and try to survive."

Shucks A Textron plant in my town running under the "try to survive" strategy has been reduced to a gravel parking lot. Ten years ago it used to employ nearly 800 people making lawn mowers. It's happening everywhere all the time. How enormously sad (and avoidable).

Resonance check

If this content doesn't resonate with how you feel deep inside, please read no further. But, if I've connected with something in your heart, keep reading.

Winning with determination

Vince Lombardi's philosophy was passionate DETERMINATION. He said: "... the man who wins is the man who thinks he can." Who disputes that winning rests on the preparation and passion of the team, not the pedigree or salary of the players? If your enterprise doesn't already have it, it's not too late to adopt a determined/passionate "we're going to win" attitude.

Who is the 'Director of Competitive Advantage' at your company?

That title won't be on his door, but you can tell because he's preaching about it all the time as if competitive advantage/world class performance was a religion: get some, stake your life (job) on it if you must, but never let it go.

If you don't have a Director of Competitive Advantage at your enterprise, if you'd like your company to embrace a consensus view of what world class performance looks like, if you'd like to map a path to go there in a determined and passionate fashion, then please tune in to my 38 minute message in one of these webinar presentations.

Wednesday March 28th

10:00AM central USA time

Thursday April 26th

1:00PM central USA time

Tuesday May 22nd

9:30AM central USA time

Click [here](#) to read several very positive "reviews" written by prior webinar attendees.

Please use this contact information to arrange a reservation:

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About the author

Milt Habeck is the Founder and Managing Partner of Unbeaten Path International Ltd. (www.unbeatenpath.com).

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