



The RETHINK book presents the four drivers to organizational growth: Alignment, Integration, Awareness and Relevance. By bringing them together into one cohesive combination an organization can unlock its abilities to work smarter and produce more.

Driver #1: Alignment

If an organization is out of alignment throughout all of its levels, there is no way it can be healthy or grow successfully.

Driver #2: Integration

Without integration an organization will naturally break itself apart into silos that impede health and growth.

Driver #3: Awareness

The lack of knowledge of what an organization's customers truly need and want prevents team members from making market-wise decisions.

Driver #4: Relevance

If what an organization says it provides greatly differs to what it provides, then building trust and relevance with customers will become nearly impossible.



Checklist for Building High-Growth Teams

Building high-growth teams today requires a deep understanding of any gaps that exist within the organization. It also requires the skills to understand how to close them. Teams that have learned these skills exhibit the following:

- Understands how to assess their organization's true strengths and weaknesses
- Knows what their customers truly need and want, and has designed its products and services to meet them
- Makes thorough use of its competitive data to help produce truly innovative products
- Conducts regular customer input sessions to remain relevant with them
- Leads the organization with indicator metrics to better track and manage its operations and support services
- Analyzes what new products need to be developed for their market, and identifies products to discontinue
- Communicates clear roles and responsibilities for each team leader and member throughout the organization
- Integrates sales, marketing, product development and customer services

