

Allows everyone in your company to get how the business makes money and to actualize it. This is an internally facing tool, not a marketing slogan.

How do we make money? Think of the attitude, approach, or actions we have to take to succeed. What is the one thing that if we do consistently, will make us successful in the long run?

Have each team member brain-dump their own ideas in three to five minutes, so that we harvest all the thoughts and ingenuity in the room.

Examples:

- Wheels Up (Southwest Airlines)
- Kill Cash (MasterCard)
- Flat Pack (IKEA)
- #1, #2, Fix, Sell or Close (GE under Welch)
- Make IT your bitch (Small business MSP)
- Done, what's next (eCommerce agency)
- One Trip (HVAC contracting company)
- Own it! (energy efficiency contractor)

Ideas:

Facilitation guide

When the team is ready, have them contribute their best ideas to the discussion.

Encourage brevity. Think about synthesizing their ideas into a single, concise thought.

Let them "fight it out" and come to the rescue with your pithy phrase.

