



JACKSON LEADERSHIP  
SYSTEMS INC.

## Building A *SMART* Organization

In his ground-breaking and Amazon.com #1 Business Best-seller, *Why Smart Executives Fail*, Dartmouth Professor of Management and Jackson Leadership Special Consultant, Sydney Finkelstein, described results of a six-year research study that examined the common causes of 51 large corporate failures – all corporations that were led by bright executives who were seen as highly successful and sure to continue their winning ways.

In consultation with several leading organizations, we have developed the key concepts and proven methods that will lead to “Building the *SMART* Organization.” What differentiates this approach is our concentration on *only those research-proven factors* that have been shown to contribute to a successful, *SMART* Organization and prevent failure across several industries.

### A “*SMART* Early-Warning System”

A *SMART* early-warning system tells an organization the degree of risk present internally to prevent it from fully executing its stated vision and strategy. The *SMART* Organization diagnosis is a highly targeted, time efficient assessment based on 3 pillars in which several key questions are posed, including:



- ***SMART* Leadership**
  - Is anyone responsible for identifying mistakes that competitors make, and publicizing the appropriate lessons for our company?
  - Does leadership always seem to have the answer, regardless of how complicated a particular situation appears to be to many other people?
  - How is leadership strategy?
- ***SMART* Strategy**
  - Do you use the same approach to decision-making as you’ve always used?
  - Do you believe you understand perfectly what you’re customers need?
  - Are you confident that your strategy is supported by the data around you?
- ***SMART* Process**
  - How is information handled in the organization? How is the strategy communicated to employees? Are people truly engaged in their work?

With consultants trained in strategy, process, and behavior change, and with real world experience in executive-level leadership, we use real data and demonstrated return on investment practices to help make your organization a *SMART* one.