

4 Steps to create a sustainable Market Leadership position.

Step 1. Choose the value discipline or market leadership strategy best suited to your organization. Get organizational commitment and focus your resources on the chosen approach.

Step 2. Build and support the operating models, systems and structures that enable your organization to sustain your market leadership position. Train/hire/evaluate employees based on the requirements of the operating model.

Step 3. Set the performance requirements and measures for the chosen discipline and for the remaining two disciplines. Hold your organization accountable for results

Step 4. Resist the temptation to attempt to lead your market in all three disciplines.

Reminder: Excellence in quality, patient safety, customer service and financial performance are minimum requirements and may not be sufficient by themselves to create a sustainable Market Leadership position.