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### Practical Ideas!

Organizations that flourish have some best practices that others would like to learn and implement. However, identifying them and adapting them is a real challenge. If the best practice is able to be implemented, the process often fails because of resistance from employees.

#### Practical Strategy

One benchmarking and consultancy group has mastered the art of efficiently implementing the big ideas of other companies. There, the methods of adopting borrowed strategies have become natural procedures, and the informal method of borrowing ideas has itself become a best practice.

- **Collect ideas.** The organization gathers ideas in three ways - reviewing lessons-learned, going through an internal review process, and studying the business world at large. All the methods involve the collection of ideas from projects (both internal and external) and everyday activities by employees.

As and when a team finishes a project, it conducts a 'debriefing' session for the team members, who identify the strengths and weaknesses of the project and list out the best ideas they have come across. The ideas that are suggested after the reviews are immediately assigned to a team member for follow-up.

- **Implementation.** An idea may be good, but if it cannot be implemented it is futile. Ideas suggested in the debriefing sessions should first be listed out and then prioritized based on "ease of implementation" and "impact". The top three ideas are the ones that score high. You can ensure the effective prioritization of ideas by emphasizing on the rule of "three-five-seven". This rule helps employees, even new recruits to keep it short and sweet by thinking about three to five of the seven top issues at any point of time.

- **Follow up.** It helps to have two formal means to monitor the working of a new idea. First is the software developed by in-house experts, which should track information regarding the number of products purchased by a member in a year. This statistic highlights the success of the idea on which the product has been developed.

The second means is the Friday morning session, called a "resource-allocation meeting". The meetings, which last for only 30 minutes, are meant to review the time spent by an employee on the previous week's tasks in product, project and service areas. This gives a clear understanding of the time being spent on each idea and if it is worth the resources allocated.

Best practices encourage employees to ask, "What can we learn from others?" This mindset can help organizations learn faster and better!