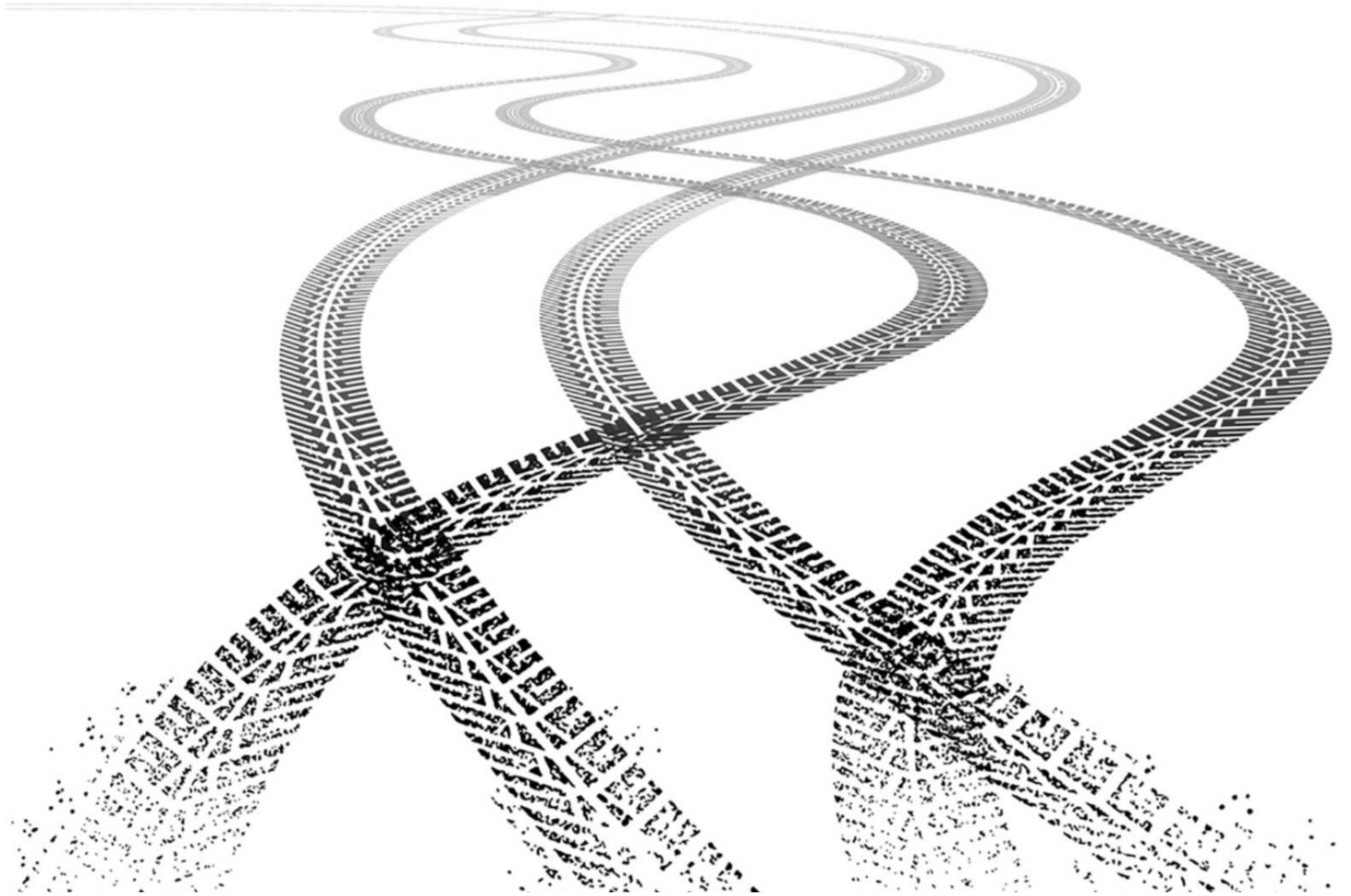


# HAVE YOU EVER LOST YOUR WAY?

by Glenn Williams



At the risk of revealing how unwise I have been, I can recall numerous times I have been lost.

One time as an 8-year old going to the supermarket for the first time after our family had relocated to a new neighbourhood. My mother was horrified when she learned that my brother and I had gone the wrong way and crossed six-lanes of traffic on the busy Princes Highway. Another time as a 23-year old hiking with friends in the highlands of Papua New Guinea. Out of water, no map, and little language ability, miraculously we stumbled our way home. Have you ever been lost?

One day, I had the privilege of meeting Nicholas Barnett, CEO of Insync Surveys and the author of an outstanding book called *GPS for your Organisation* (Barnett, 2012). He created a practical tool called *the GPS Framework* to help leaders create a roadmap for their business.

*The GPS Framework* is as profound as it is simple. I have learned over the last 30 years that planning is more of an art than science. One shouldn't need an unlimited supply of templates, or a complicated process that is too hard to finish.

In the same way a GPS system provides clear direction for drivers, Barnett's framework will help you get clarity on what you want to achieve, what resources you need, what roadblocks might get in the way, and so on.

Below are five GPS points to prevent you from getting lost –

***GPS 1: Aspiration***

How would you like others to view your organization in 5 to 10 years?

***GPS 2: Core Purpose***

What is your organization's core reason for existing?

***GPS 3: Core Values***

What are the values your organization never wants to compromise?

***GPS 4: Golden Goal***

What is the single most inspirational goal for your organization?

***GPS 5: Tagline***

In five or less words, what is special and unique about your organization and what it provides?

## What's the bottom-line?

Whether you are starting out or needing to consider some mid-course corrections that lead to better results, below are some questions to ask yourself:

- What are three things I have learned over the last 12 months that have the potential to change the way I look at my business? The relationships most important to me?
  - What is one thing I can do to refocus my efforts to clarify the direction of my business and determine a fresh set of priorities for the next 90 days?
  - Can I describe why my business exists in one sentence and what it does?
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### References

Barnett, Nicholas, S. (2012). *GPS for your Organisation*. Major Street Publishing.