

# Building a Culture that Blows the Competition Away!

by Gary Tomlinson

“Learning from the school of hard knocks can be very informing, but often the tuition is too high! We should learn from other people’s experiences.” The purpose of this column is to share great business wisdom from the experiences of authors like Jim Collins, Michael Gerber, Gary Harpst, Michael LeBoeuf, Ron Willingham, Stephen M.R. Covey and others. Because when you combine great business education with your own business experiences the outcome you’ll receive is far greater than the sum of its parts.

The wisdom of Randy Pennington’s book *Results Rule! – Build a Culture That Blows the Competition Away* has been chosen to share with you this week. “The days when having a good product or service guaranteed you at least a minimum level of success are gone. Offering quality products or services has become the minimum requirement to enter and stay in the game. The marketplace has become commoditized. Your competitors are only a telephone call or web site visit away from offering customers basically the same product and service features as you – for a similar or lower price.”

“You may offer a unique product or service right now, but if what you are providing has value, sooner or later competition for your slice of the market will arise. The more people or companies there are who can compete with you, the closer you are to becoming an entirely “me too” business or profession defined by the similarities rather than the uniqueness of your offering. Great team, departments and organizations are ultimately defined by one thing – RESULTS.” Randy Pennington believes the secret to consistently delivering results in an intangible – it’s your culture. *Results Rule!* is about how to build a culture that sets your business apart from your competitors. It’s about the intangibles that will allow your company to be the standard by which your competitors are measured.

Randy Pennington has identified six things *Results Rule!* organizations do differently or more effectively than their competitors. You can think of them as the six choices that distinguish enduring organizations from their competitors. *Results Rule!* cultures choose to:

1. Tell themselves the truth and value candor and honesty.
2. Pursue the best over the easiest in every situation.
3. Leverage the power of partnerships both internally and externally.
4. Focus the energy to make the main things the main thing.
5. Show the courage of accountability.
6. Learn, grow and improve every day.

The right culture can make all the difference. It’s the intangibles that separate truly great companies from everybody else. “*Results Rule!* provides principles and strategies for building a remarkable organizational culture that will make you the standard by which the competition is measured.” In addition to his award-winning book, Randy Pennington

has created a course package that contains a DVD with a two-part training video. The video is outstanding and cements the education from the *Results Rule!* book. Also included is a CD Resource Package with a Leader's Guide, Participant Resource Materials and PowerPoint Presentations. Everything needed to create and sustain a culture that delivers results is included. Randy Pennington's *Results Rule!* course package provides principles and strategies you can use immediately to:

- Keep you and your people focused on what is important in your business;
- Improve partnerships and teamwork;
- Increase communication and accountability;
- Continuously grow, learn and adapt;
- Encourage everyone to do what's best for the organization and its customers rather than what is easiest for them.

Creating and sustaining a culture that delivers results is a matter of choice. If you choose to do so for your organization Randy Pennington's *Results Rule!* is exactly the place to get started. Because the secret to success is simple – results rule! If you want to build a business that gets results, start here.

For more information about Randy Pennington visit his website at [www.penningtongroup.com](http://www.penningtongroup.com). You can also preview and purchase both the book and DVD/CD Course Package at *Learning Communications*. Their website is [www.learncom.com](http://www.learncom.com) or you can call them at (800) 622-3610.

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