

12 Hidden Sources of Best Practices



1. The School of Hard Knocks. It's slow, painful, and expensive but the lessons can be valuable.

2. Books. Read Jim Collins, Clayton Christensen, Seth Godin, and Malcolm Gladwell.

3. Vendors see lots of similar businesses and may know a trick or two.

4. Peer business owners have their own set of Hard Knocks to share.

5. Gurus have discovered secrets of the trade.

6. Consultants learn from their clients and spread best practices like bees spread pollen.

7. Trade associations have access to hundreds of businesses in the same industry to share ideas.

8. Friendly competitors can be invaluable to share case studies with or other strategic details for specific help.

9. Foreigners. Apple's iPod was modeled after European appliances. People from other cultures see the same situation from a completely different and sometimes helpful perspective.

10. Nature. The laws of nature can be applied to many business situations if you look.

11. Children. The innocence of children can open new possibilities and perspectives.

12. Completely random events. The microwave oven was discovered as an accident of an unrelated experiment. Be on the lookout for ah-ha's in everyday life.



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