



True-North Update

Establishing True-North...together.
Strategy...Growth...Exit

March, 2010

What is True-North?

We help business owners and CEOs sleep at night by answering the questions that keep them up. We help them build, manage, and protect wealth through our integrated strategy management process and differentiating ability to quantify and close their execution and leadership gaps. Our clients tell us that this convergence of legacy, strategy, and execution brings them a sense of confidence, decisiveness, and freedom. We call it finding your True-North!

What Does Charlie Brown Know About Leadership?

Charlie Brown was my dad's favorite cartoon strip, and so it became mine. I'm not sure how much Charlie Brown knew about leadership, but his creator, Charles Schulz, was dead on.

Read the following set of questions to understand Schulz's philosophy. Just read straight through, and you'll get the point.

1. Name the five wealthiest people in the world.
2. Name the last five Heisman trophy winners.
3. Name the last five winners of the Miss America pageant.
4. Name ten people who have won the Nobel or Pulitzer Prize.
5. Name the last half dozen Academy Award winners for best actor and actress.
6. Name the last decade's worth of World Series winners.

How did you do? The point is none of us remember the headlines of yesterday.

These are no second-rate achievers. They are the best in their fields. But the applause dies... Awards tarnish... Achievements are forgotten. Accolades and certificates are buried with their owners.

Here's another quiz. See how you do on this one.

1. List a few teachers who aided your journey through school.
2. Name three friends who have helped you through a difficult time.
3. Name five people who have taught you something worthwhile.
4. Think of a few people who have made you feel appreciated and special!!

About Compass Point

Compass Point is a business strategy consulting firm that works with CEOs, owners, and management teams of closely-held businesses, family businesses, and non-profit organizations with revenues between \$2MM and \$100MM. We are experts in the area of strategy development, execution, and legacy planning that promotes the value of the business or organization. All plans are made within a broader scope and a targeted timeline to someday personally harvest that value or to transition leadership to the next generation.



The Compass Point Process

Primary Services:

- Ownership Planning™
- Succession Planning
- Strategic/Business Planning
- CFO Advisory Services
- Strategy Implementation & Execution
- Equity Investment & Management

Get In Touch

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5. Think of five people you enjoy spending time with.

Easier?

The lesson:

The people who make a difference in your life are not the ones with the most credentials...the most money... or the most awards. They simply are the ones who care the most.

So what does this have to do with True-North? Everything! Great companies are not built on one single great person. They are built on a strong team that goes beyond the owner's office or the CEO's boardroom. We tend to think that the only leaders in the organization are those at the top. But the great leaders have always been the ordinary people doing extraordinary things. And we need them throughout the organization. They are the very essence of survival.

Today's single largest value driver in business is Human Capital. Period. Human Capital drives Intellectual Capital which drives Innovation. What are you doing to attract, develop, and retain your single largest asset?

Talk to Compass Point. Our unique process of defining your business legacy first, and then helping you build the company through strategy and execution that will achieve those dreams is what we are all about.

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