

In any business, it is important to understand the impact that your practice creates and how that sets you apart in the marketplace. More specifically, our Outputs of Greatness determine our distinctive impact, which asks, "Would your organization be missed if it disappeared?" What makes your organization stand out from the rest, that if it disappeared, the marketplace would be worse off?

By understanding your organization's distinctive impact, you can start to share your vision and goals for the future of your company and avoid contentment. Oxford Languages defines contentment as "a state of having accepted one's situation and is a milder and more tentative form of happiness." Who wants to be tentatively happy? Becoming content in your situation, both personally and professionally, limits the level of success you are more than capable of reaching! When you are content, your motivational ceiling hits a plateau, and you convince yourself that there is nothing left to accomplish. Your hard work diminishes your personal reward, but it certainly does not have to be this way.

Think of the world's greatest organizations like Chick-Fil-A, Apple and Tesla. What sets them apart from the rest? What is their distinctive impact? To name a few, these companies have branded themselves for exceptional quality, customer service, business fundamentals, community outreach, preparedness and innovation. These are some extraordinary qualities to aspire for when it comes to defining your distinctive impact, your what-if's and your why behind starting your organization.

At Tower Leadership, we work hard to build lasting organizations with a legacy to match by emphasizing the importance of your distinctive impact and being prepared enough to get through the tough times.

Your distinctive impact should work in conjunction with all the what-if's that come with running a business smoothly. Jim Collins calls this Productive Paranoia. Leaders who work hard to avoid decline always assume that conditions can change in an instant! Preparing ahead of time and having access to capital and reserves will give you the upper hand in competing with the good times and the bad. It's a heavy subject to think about, but it is just as important in reaching your output faster.

In my book, Financial Evolution, I walk my readers through the five stages of wealth, all contributing to the transformation of your life! Starting with the dreamers, then the settlers, then comes the risk taker, then managers, and finally the humanitarians. By hitting that final stage of wealth, the humanitarian, you are able to think outside the box when it comes to serving your community, family, colleagues, and so much more. You've waded through the five stages of wealth to come out on the other side a better leader and created the life you want and need to build a legacy for yourself and impact those around you! What a feeling!

When developing and maturing your organization, your number one priority should be defining your distinctive impact. How are you different from your competitors? What do you offer that they cannot? By putting this focus top of mind along with keeping your what-if's at bay, I promise, you will hit your goals faster than ever before.

Get your copy of Financial Evolution on Amazon today and start your journey through the five stages of wealth. Please reach out to info@towerleadership.com or visit our website at towerleadership.com for more details on this subject.