

Using AMBITION to Create Step Change

Why?

Ambition can be defined as a strong desire to be successful, a mind set of striving to achieve goals or objectives for which high standards have been set.

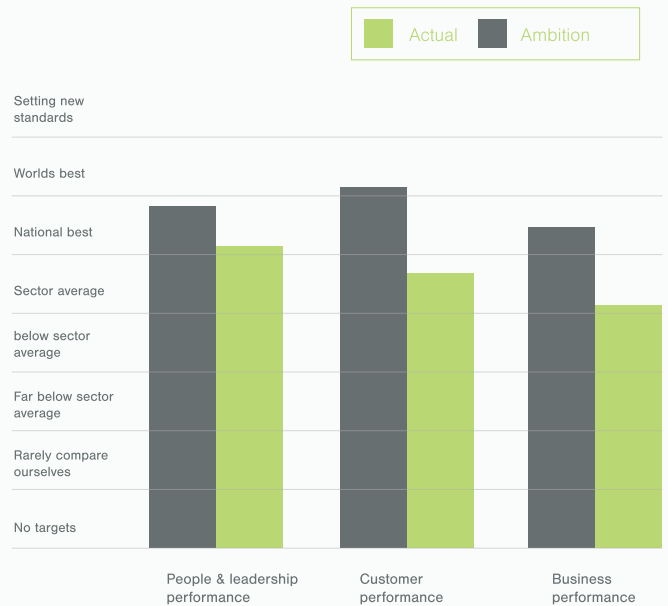
Ambition is rarely discussed in organisations today. Most organisations have vision and mission statements but few of these manage to unleash true energy and passion in an organisation. Even once consensus has been reached on the wording of the statements themselves, the debate, challenge and communication may have failed to engage and align the organisation's ambitions with employees' personal ambitions.

Everyone in an organisation needs to feel inspired and needs to be driven by ambition. When you successfully create alignment between individuals' personal ambitions and the organisation's goals then you can really unleash passion and energy behind a change.

Measuring Ambition

Through evaluating and measuring an organisation's ambitions JBBi create an openness and a debate about the aspirations of the owners, the board, executives, managers and staff across an organisation – and not only about where they want the organisation to go, but also where they see themselves.

We look at aspects such as: Are your organisation's vision and goals ambitious? How do the ambitions compare to actual performance? Are you ambitious in all aspects of your business? Are you ambitious in terms of your own personal performance? Are the organisations ambitions clear to everyone? Is there alignment between individuals' personal and often deeply felt ambitions and where the organisation is going? Do you have a culture where ambitions are discussed and challenged?



Using Ambition to drive step change

The measurement and bench-marking of ambition will in itself create a whole different quality of debate in an organisation.

It is our experience that once an organisation creates a sound debate about ambition and engages staff at all levels, the ambition levels will often increase dramatically. This is especially so around individual's aspirations for their own performance and how much they want to contribute to the overall goals of the company.

JBBi helps clients set themselves ambitious targets and supports the executive team right through the implementation to make these become reality.