



**2008** Business  
Building  
Symposium  
July 29th - August 1st 2008  
Strategies Group  
Business Owner & Client Conference

**PUTTING YOUR FIRM ON A  
PATHWAY TO SUCCESS:  
*THE SECRETS OF HIGHLY SUCCESSFUL  
CONTRACTORS***

***Strategies Group  
2008 Business Building Symposium***

***Renaissance Atlanta Hotel  
Atlanta, GA***





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# PATHWAY TO SUCCESS

STEWARDSHIP

**SUCCESS**  
SATISFACTION

**SELECTIVITY**

SCOPE

STRATEGIES

STRUCTURE

SKILLS

STAFFING

SUPPORT

SCHEDULE

SYSTEMS

SOURCING

SURVEY

SURVIVAL

SECURITY

STABILITY

STRENGTH/  
STAMINA

STYLE/  
CULTURE

STORAGE

**SUSTAIN**

SCAN

SYNERGY/  
TEAMWORK

SHARED  
VALUES,  
BELIEFS,  
BEHAVIOR/  
ALIGNMENT

*Processes*

**SOLUTIONS**  
Decisions  
Actions  
Activities

**SIMPLICITY**

**SOPHISTICATION**

**SPEED**

**STANDARDIZE**

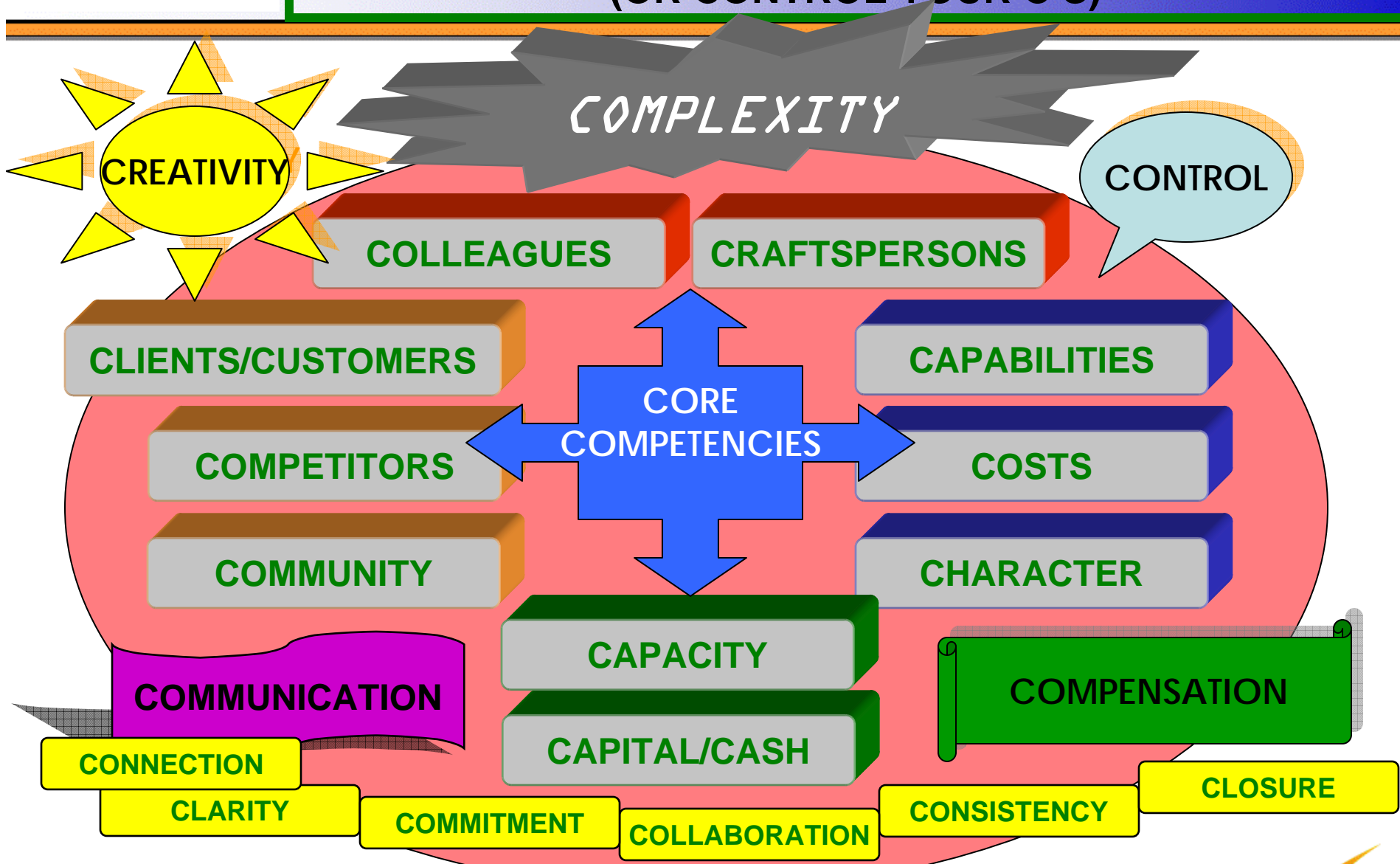
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**SELF-DISCIPLINE**



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# GOOD PLANNING REQUIRES YOU TO SEIZE CONTROL (OR CONTROL YOUR C'S)



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Danny B. Parrish, Vintage Associates, Inc.  
dba The Parrish Consulting Group)

**Balance Chaos and Compliance  
Manage Conflict and Complacency**





# PRESIDENT/CEO

## KEY RESULTS/FOCUS AREAS

- **Create, Live & Re-Enforce the Culture--Internal Communications—Direction, Vision, Mission, Beliefs, Behavior**
- **Strategic Planning & Strategic Management Process**
- **Financial Resources and Results-Performance & Profitability**
- **Key Management—Recruitment, Selection, Orientation, Training, Development, Retention, Accountability, Performance, Results & Rewards**
- **Clarity & Alignment of Individuals & Organizational Structure & Expected Deliverables By Position**
- **Governance/Rules of Engagement/ Policy & Procedure Development & Dissemination**
- **Resource Acquisition & Management**
  - **Tools--Technology, Equipment, Space**
- **Techniques--Training, Productivity, Team Orientation, Innovation, Adaptability, Flexibility, Process Improvement, Barrier Removal**
- **Client Selection & Relationships, Client Satisfaction, Quality of Performance**



# PRESIDENT/CEO

## KEY RESULTS/FOCUS AREAS

- **Project Execution-Operational Excellence/Delivery of Quality/ Knowledge and Management of Scope Clarity/ Performance to Specifications**
- **Adherence to Schedules and Commitments—Delivery/Predictability/ Consolidation/Closure**
- **General Contractor/ Subcontractor/Supplier Selection & Relationships- Quality & Performance**
- **Business Associate Relationships-Quality & Performance**
- **External Communications/Image/ Industry Networking/Corporate Citizenship/Social Responsibility**
- **Performance—Every Hour of Every Day By Every Employee**
- **Reduction of Uncertainty and Elimination of Ambiguity:**
  - **Selectivity/Simplicity/ Standardization/Sustainability Clarity/Consistency/Predictability/Control/Collaboration**
- **Leadership By Example**
  - **Making and Keeping Intelligent, Responsible & Responsive Commitments**



# THE ZEBRA VISION:

*Survive,  
Learn to Serve,  
Achieve Success ,  
Find Significance,  
Understand Stewardship*

*Zebra is a company of destiny and the success of its people fulfills the vision*



# THE ZEBRA MISSION

**Do the Right Thing—In All Things**

***To simply do what is Right,  
At a profit if we can,  
At a loss if we must,  
But to always do what is Right***



# THE ZEBRA COMMITMENT: STEWARDSHIP— FOR OURSELVES AND OTHERS:

*We will respond to the trust of others with an unfailing sense of stewardship, a positive attitude, the successful completion of projects undertaken, a provision of services expected and a meeting of commitments with an intent for the development of mutually beneficial relationships*



# THE ZEBRA PRINCIPLE:

# DWYSYWD

**(Do What You Say You Will Do)**



# THE ZEBRA PATTERN FOR SUCCESS:

**Make and Keep Intelligent, Responsible and  
Responsive Commitments**

**Every Process Works First Time, On Time, Every  
Time Meeting Every Commitment**

**It's all about**

**COMMITMENT TO PERSONAL PERFORMANCE**

**SO THAT WE CAN SUCCEED AS A TEAM**



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# DANNY B. PARRISH

President

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*A Spectrum of Services To Help Contractors Find Pathways to Business & Personal Success*



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