

## Direct Outcomes

Think well. Do great.

What do you need to achieve? How should you get it done?

For whatever people do, they tend to work too haphazardly or too much by rote.

You can do better. Use Direct Outcomes. Think well. Do great. Gain impact. Save time.

- Get to the crux of issues, problems and opportunities.
- Pinpoint, communicate, and achieve crucial what, pivotal how, and desired results.

Improve ...

- Products, services, marketing, sales.
- Purchasing, supply chain, vendor management.
- Enterprise, mission, leadership, delegation, finances, risk management, innovation.
- Projects, teams, work, teamwork, systems.
- Learning, careers.
- Society, governance, coalitions, lives.

People achieve success.

- Set a corporate strategy. (Used 1 Direct Outcomes checklist.)
- Learned which work to do, delegate, and deemphasize. (Used 1 checklist.)
- Developed a “value proposition” for a product. (Used 1 checklist.)
- Improved succession planning. (Used 3 checklists.)

For almost any activity, achieve instant insight and timely innovation. Understand current practices. Envision improvements. Improve.

- Need to improve products and services?
  - Determine “what else” customers need to achieve. (Use the State Progress checklist.)
  - Determine how customers can work better. (Use State Styles.)
  - Enhance products and services.
- Want useful workplace performance metrics?
  - Design job descriptions and performance reviews. Evaluate observable behavior. Plan and reward for improvements. (Use State Styles. Transcend “outstanding, excellent, good, ...”)
  - Evaluate a proposed project. Express the value of a completed innovation. (Use State Impact.)

Deploy Direct Outcomes at your pace, to meet your needs. Learn, use, benefit from, and teach 1 checklist or a few checklists. Proceed at your speed – more

checklists, more people using the checklists, more benefits.

Deploy Direct Outcomes broadly, including for ...

- Executives and board members.
- Business-unit and staff-function leaders.
- Program, project, and team leaders.
- Innovation advocates and innovators.
- Sales and customer-support staff.
- Team members and individual contributors.
- Business and intelligence analysts.
- Mentors, coaches, consultants, trainers, teachers, and students.
- Government officials and societal catalysts.

Adopt Direct Outcomes ...

- Straight from the book *Create Crucial Insight*.
- By people’s teaching each other.
- Via work-focused workshops or coaching.
- Via a train-the-trainer or other “formal” program.
- Using a combination of the above approaches.

You have much to gain and not much risk. People ...

- Can extend and integrate current skills.
- Can develop new applications of Direct Outcomes.
- Do not need new computer software.
- Should not need a cadre of consultants.
- May not need, even for a corporate initiative, a “program office.”

The following are numbers about Direct Outcomes.

- Direct Outcomes applies to 100+ activities.
- Direct Outcomes features 11 checklists.
- Each checklist is expressed in 1 figure.
- Each of 10 of the checklists is expressed as no more than 9 facets, with each facet expressed via no more than 6 words.

Use 1 or both of the following steps to get started.

- Acquire copies of the book *Create Crucial Insight*. Learn, use, and benefit from, and teach Direct Outcomes.
  - Paperback: <http://tinyurl.com/7eatrmi>
  - PDF: <https://payhip.com/b/T6cR>
- Contact Dr. Thomas J. Buckholtz regarding workshops, train-the-trainer programs, business advising, coaching, or more information.
  - Telephone 1.650.854.7552
  - [Thomas.J.Buckholtz@gmail.com](mailto:Thomas.J.Buckholtz@gmail.com)

