

**im·pact (impăkt') n.**  
 The power of making a strong, immediate impression:

# IMPACT

"You must get involved to have an impact. No one is impressed with the won/lost record of the referee."  
 –Napoleon Hill

**O** by Steve Harvill

ur days have a tendency to run together. We get up, have our coffee, commute to our place of work, answer emails, take phone calls, have meetings, prepare budgets, basically we do business. Seldom do we get to have a real, I mean a REAL impact. In fact, most of the time our companies and organizations tread business water. Look for IMPACT as a line item in your budget. When was the last time you had an meeting to discuss "making an impact?" My guess—NEVER.

Why is that? Why do we not pursue strategies that can have an impact on our customers, on our markets and most importantly on ourselves?

During a November budget meeting with a client I suggested adding a line item called—IMPACT. After the question marks disappeared from on top of their heads, I explained the need to have a legitimate commitment to creating actions and initiatives whose purpose is to have an impact on their clients and industries. New services, new products, new relationships, new leverage, a strategic eye towards IMPACT.

In-N-Out Burger is the fast food chain with a huge cult-like following based in California. In fact, during a recent trip to Monterey, my wife and I searched for this treat and made it our first stop. IMPACT at In-N-Out Burger comes from *simplification*. Their fulcrum is FOUR. Four-core colors in their logo, and four menu items. They have four menu items—hamburger, cheeseburger, double cheeseburger and freshly cut French fries. That's it. Through this IMPACT idea (compare their menu to Jack In The Box) they have experienced a staggering 9.2 percent growth rate, almost DOUBLE the fast food standard.

Simplicity can be a huge IMPACT strategy.

Then there are the IMPACT juggernauts. Let's just take a peek at one—DISNEY. I could do a book on this IMPACT giant. Here are a few that you might not know:

1. The switch back lines you see at the movies or your banks were created at Disneyland.
2. The Disney Main Street has been credited with the revival of Main Streets across the USA.
3. Exterior music speakers were first used at Disneyland.
4. The virtual reality resorts that populate the strip in Las Vegas owe their existence to the detailed idea of creating separate "lands" in the Disney theme parks. In fact, go ahead and credit Disney with the birth of the Theme Park!

What are their IMPACT strategies? Constant evolution. The House of The Future, which was on the cutting edge of technology in the 1960's, could not find a stitch of relevance today. The Trip to the Moon evolved into Space Mountain (good for motion sickness any day of the week).

Try it, study it, and move on when it's time. A great impact strategy, EXPERIMENT.

During a recent coaches meeting with the Denver Bronco's they projected a huge spreadsheet that covered an entire 2-story wall. On the sheet was every statistic you could imagine. Yards gained on certain plays. Number of plays per player. Number of yards prevented when runs went to the left of their opponents line. It was staggering and confusing. Many of those measurements had significance, but many were just another measurement. There were hundreds of categories.

What category do you think was the IMPACT category? Of the hundreds of measurements, what was the single most important? What affects the outcome of a game more than any other measurement? You football fans know. It's...TURN-OVERS. That is the IMPACT item.

The Bronco's (and for that matter, every other NFL team) know this. So their IMPACT focus is on the skills and drills to limit turnovers.

A great impact strategy is to know

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 "...(there is a) need to have a legitimate commitment to creating actions and initiatives whose purpose is to have an impact on their clients and industries. New services, new products, new relationships, new leverage, a strategic eye towards IMPACT."

what's important and focus your resources on that.

IMPACT can be a real strategy. Here are three things to add to your IMPACT meeting (I'm sure you have one on the schedule)...

- \*SIMPLIFY
- \*EXPERIMENT
- \*FOCUS ON THE IMPORTANT. ☞☞