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## What's your Tour de France?

So, you've decided that you want your firm to achieve more than simply head out for leisurely training rides. But that provokes a substantial question ... what does winning *le Tour* translate to for your firm?

The answer is ....that's for you as the leader to determine!



Here's a checklist to consider in deciding the event you want to win.

- Can you picture the moment at which you celebrate achieving the goal? Can you feel the significance of this outcome? Does it put a smile on your face and elevate your heart rate?
- Will this stretch you and the team to reach new levels of excellence?
- Is this a cause which team members will embrace and commit to achieving?
- Is this something you really want to do?



Clearly, developing and settling on your firm's mission requires considerable reflection. Most likely, it will also involve consultation with significant others in your life -business partners, colleagues, a mentor/coach and your family.

You will also need to share your thoughts with senior members of your team.

Ultimately though, you as the leader need to step up and determine what the mission is.

In this regard, it's best to avoid -

- A "me too" objective which your team members have heard before in previous roles (where the owners weren't serious about it) but never achieved
- An objective which sounds great but doesn't get you excited. For example, aiming to be a large, one-stop, shop is self-defeating if in your heart of hearts you would prefer to specialise in a niche area.

After all, you won't get your team fired up if you as the leader are "iffy" about the goal that's been set!

So, you getting very clear on a bold, exciting mission and sharing this with your team is the first and most essential step in your firm winning its Tour de France.