



#POP2Carolinas • <http://gwbc.biz/inspiring-events/pop-too/> • www.gwbc.biz

EXPERIENCE POP, TOO!

PATRICK THEAN CHATS WITH US ABOUT HIS THINK, PLAN, DO BUSINESS STRATEGIES FOR MID-MARKET COMPANIES

*POP, Too! - GWBC®'s Carolina-based companion to its flagship POP Marketplace – kicks off in Charlotte, NC on April 30th. This inaugural, one-day procurement conference features **Patrick Thean**, best-selling author of Execute Without Drama and RHYTHM: How to Achieve Breakthrough Execution and Accelerate Growth and co-founder of Charlotte-based RHYTHM Systems, Inc.*

We sat down with Thean to hear more about his exciting brand of business growth strategies and what we can expect from his power-punched keynote presentation during POP, Too!.

You've been pegged as a successful, serial entrepreneur. Please share a few insights on what's made you so successful as a business owner when so many new businesses fail?

Lots of people have good ideas, even great ideas, but many great ideas die due to poor execution. What has made me successful is my bias for action and an unwavering focus on my goals. This translates to the following actions or habits:

- ✓ **Communicating and making sure our team understands what we desire to achieve.**
- ✓ **Focusing on "doing" rather than talking and analyzing.**
- ✓ **Being observant to see when adjustments in our execution plan are necessary to achieve our goal.**

Tell us about the Rhythm...what is that exactly? Think-Plan-Do process?

Rhythm is a discipline that consists of 3 rhythms, Think, Plan and Do. We implement this in our software and through consulting with our clients.

- ✓ **Think Rhythm - A rhythm of strategic thinking to keep everyone focused and working on the future of the business.**
- ✓ **Plan Rhythm - A rhythm of execution planning to choose the right priorities and get departments and teams aligned.**
- ✓ **Do Rhythm - A rhythm of executing the plan and making effect and timely adjustments every week to achieve your goals.**

These rhythms are necessary to grow and to grow with purpose. When you have these rhythms in place, no aspect of your business goes unexamined for very long. You don't drift toward success or failure. Every goal, every action, helps you achieve your purpose, week by week, quarter by quarter, year by year.

Why is execution so important to businesses and their strategic plan?

Rhythm, duh! No, but in all seriousness, the purpose of our software combined with consulting is to bring about superior habits for execution. I will share a couple of tools to help POP, Too! attendees get going and execute better during my keynote. Ram Charan showed in his research in 1999 that most companies and CEOs fail due to

poor execution, not poor strategy. My work and research validates Ram's article. In fact, many great ideas die on the vine because of poor execution. You can think it, but you must be able to do it to succeed.

As a speaker during POP, Too!, you'll be addressing female entrepreneurs. Do you have any unique or special advice for women business owners?

The same for all companies. Be yourself and put your best execution foot forward. The company that has the best execution plan will get there the fastest. Don't let anyone distract you from focusing on your future and achieving your dreams.

Why do you think so many people flock to your books, speaking engagements and workshops?

Our method and process is really simple. Running a business can be hard and tiring. We make it a little easier, more doable. My process and method meets you where you are today, and helps you to get stronger and more confident by building wonderful habits of success. Before you know it, you will become a giant of execution and will be bringing your ideas and strategies to fruition!

Register for POP, Too! today to hear more from Thean and enhance your "execution" strategies for success. Experience additional workshops and panel sessions on topics you care about such as Cyber Security, Access to Capital, and Building Lasting Business Relationships

<http://gwbc.biz/inspiring-events/pop-too/>

###

THANK YOU POP, Too! SPONSORS

