

RIP Yogi Berra - 1925-2015



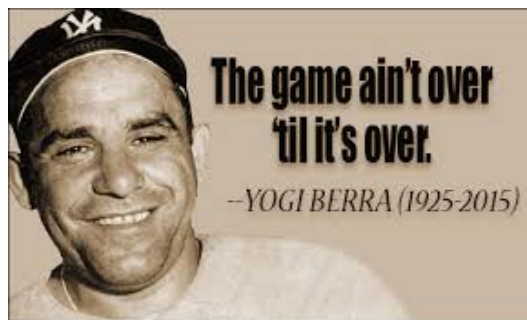
We're talking baseball this month and with Spring on the way, we're introducing a new, more "mobile-responsive" format. Let me know how you like it!

Bob

The Future Ain't What It Used to Be

It's April, the baseball season has begun but honestly, I miss **Yogi Berra**.

Growing up in New York, it is ordained, almost from birth, whether you're a Yankee or a Mets fan. The thing is, despite all the intense intra-city rivalry, **everybody loved Yogi**.



Many people attribute his popularity to the folksy accent, unassuming persona or his colloquial phraseology. As we say in New York, "**Fuggeddaboutit!**"

Simply put, **Yogi owed his popularity to being a winner and making his teammates winners**. In fact, he still holds the record for being on the most World Series winning teams (10).

To add to his lifelong on the field accomplishments which earned him a place in Cooperstown, **I'm nominating him for admission to the [2016 Strategic Execution Hall of Fame](#)**. Let me explain.

In baseball, a catcher position is similar to an on-the-field, team COO (Chief Operating Officer). A catcher's job is to prepare a game plan with the pitcher based upon an assessment of the strengths and weaknesses of the opposing team. Of course, that's pretty standard stuff.

What set Yogi apart was not just his ability to call a game, **but to adjust the plan, continuously, in real time and under field conditions to win.** He knew how to execute, to engage and direct his teammates so they were positioned on the field to do their own jobs most effectively.

The process for preparing a budget is very similar to preparing a game plan. Unfortunately, many organizations regard budgeting as a "one and done" exercise, neither reflective of nor reflexive to changing market and operational conditions.

In addition to the usual complaints (e.g. takes too long, consumes too many resources, results are not useful etc.) I've even read that budgeting leads to unethical behavior. No wonder some executives "Just Say No" to planning!

The point is that just as you can't have a winning baseball team without a good catcher, an organization without systemic planning and execution processes can't have a winning strategy. **For me, good execution is good planning. And good execution requires focus.** And Berra was one of the best at both.

To paraphrase one of Yogi's favorite quotes, a systemic planning process **focuses your team's vision** not only to see "**the fork in the road**" but also, through engaged execution, "**to take the fork**", rather than just run over it.

Hey, you could look it up.

Fast **FACTS**

“ In preparing for battle I have always found that plans are useless; but planning is indispensable.

Dwight Eisenhower



California Dreaming

Get a jump on the warm weather and your planning processes by coming to the Golden State:

- [April 25-28 Adaptive Insights' Live|2016 User Conference - San Jose](#)
 - [May 9-10 Anaplan Hub|2016 User Conference - San Francisco](#)
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FACTS & Fiction



["Throwing Rocks at the Google Bus"](#) by noted media & technology scholar, Douglas Rushkoff describes how technology and human nature must work together to sustain ourselves and our economic future. Thought provoking!

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F.A.C.T.S. LLC | info@factservices.com | www.factservices.com
Phone: 508.353.3571 | Fax: 978.841.7910 | P.O. Box 1574 | Concord, MA 01742

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