

Ten Ways to "REDDEN" Your Organization

It may not be easy for you to think **RED**. But there are times when it may be essential that you effectively think from a **RED** perspective. Anyone can do it, some more easily than others. Here's how...

1. Think about the facts or particulars of a situation rather than being an advocate for the sweeping concept.
2. Begin your presentation with the specifics. Make the case for a practical and logical reason for doing something first.
3. Start with a clear description of the problem to be solved rather than a solution.
4. In the tug of war between the "immediate/urgent" or the "important/long-range" focus all your attention on the urgent first rather than last.
5. Ask for facts that support the situation being discussed rather than settling for intuition or assuming everyone knows the underlying facts.
6. Call for a set of priorities that put everything that needs to be done in order based on a clear set of criteria (time, cost, return-on-investment, rightness, etc.).
7. Assure that everyone has an assigned task(s) to perform that will bring the project to conclusion on time.
8. Clarify the consequences if assigned and accepted responsibilities are not met and be one of the "responsibility police" that helps hold people to the commitments they make.
9. Keep discussions as brief as practical and conclude discussions with a decision that clarifies how long the decision will last (date-certain if possible).
10. Clarify the "who, what, when, where, why, and how" of decisions to eliminate confusion and create a sense of stability to courses of action.