

Alison*s Art, Inc.

MARKETING BYTES

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BUSINESS ISSUE #22

LEAD Part 4: THE CRITICAL PATH TO STRUCTURAL INTEGRITY For the Success of Your Business or Organization

In this *Business Issue*, I would like to introduce my readers to a new concept:

The critical path to structural integrity for the success of your business or organization

What is structural integrity and why is it important?

Structural integrity is an engineering concept applied to business to provide a solid, stable structure as part of a critical path to success. A building needs structural integrity to withstand the forces of nature and provide a safe haven for its inhabitants and contents; a business or organization needs structural integrity to insure that every communication, action, event, project, service and/or product are expressions of the mission and embody the guiding principles.

What is a critical path and how does it apply to business?

It is a sequence of events involving taking certain steps (internal organizational development) before other actions (services, products, activities planning and their promotion) can be taken.

How is structural integrity achieved?

Structural integrity results from following the critical path of implementing certain key elements into the development of a business or organization to increase the chances for success.

What are the key elements of the critical path to structural integrity?

- 1. Lay the foundation and put in the floor:**
 - a. Write a clear mission and set goals
- 2. Build four pillars and add the walls:**
 - a. The administrative pillar
 - b. The financial or accounting pillar
 - c. The membership or staff pillar
 - d. The communications and/or publicity pillar
- 3. Make the roof and add the ceiling:**
 - a. Select the Guardians- the Board of Directors and executives
 - b. Establish the Guiding Principles-Bylaws, rules, policies and procedures

At Alison*s Art, Inc. we provide services and tools to guide you in following the *critical path to achieving structural integrity*. Please visit www.AlisonsArt.com to learn more about all of our **BUSINESS CONSULTING SERVICES** and **MARKETING TOOLS**, *For the Success of Your Business, Organization, Events, Projects and Ideas*.

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