

The Structure of Success™

The [Structure of Success™](#) is a business growth and scaling methodology that has been used by over 1,200 companies during the past 21 years. It was developed by George Horrigan, Founder and CEO of Fountainhead Consulting Group, Inc. to enable business owners, leaders, and management to take their company from where it is now, to where they want it to go.

Use of the methodology has consistently enabled people to transform their current company into the one they long for and create the business of their dreams.

Using the **Structure of Success™** methodology as a foundation, [Fountainhead Consulting Group, Inc.](#) provides a full range of Innovation consulting and Business Planning services.

Besides obtaining **Structure of Success™** consulting services directly from Fountainhead Consulting Group, the first part of methodology is covered in George Horrigan's third book, *Creating a Thriving Business* and second part of it is presented in his fourth book, *Work Less, Make More, and Have Fun in Your Business*, which is due out in late 2022.

[Structure of Success™ Diagram](#)

Step # 1 - VISION & VALUES

Action – Develop a Compelling Vision for Your Business

Specifics:

The ultimate destiny of a company is determined by its leadership's vision for the business.

This vision establishes the direction or destination of where they want the company to go. In other words, what does a successful and thriving business look like to them?

This cannot be a pie-in-the-sky Vision, but instead a concrete, specific, and detailed description of what they want their enterprise to look like.

In conjunction with this vision, leadership needs to determine the values it holds near and dear. Once both these have been specifically established, they can be used to transform an organization.

Step # 2 – CRITICAL SUCCESS FACTORS

Action – Identify Your Company’s Critical Success Factors

Specifics:

An organization needs to identify its unique make-or-break, must-do activities for it to be fully successful. These are called a company’s Critical Success Factors—the things that a business must absolutely, positively do, and do correctly, to be successful.

An organization will typically have 15-25 Critical Success Factors areas or functions upon which the entire company is dependent.

Step # 3 – STRATEGY

Action – Create a Comprehensive Strategy

Specifics:

Next, an organization needs to develop a comprehensive strategy to achieve its vision and accomplish its unique Critical Success Factors.

This strategy needs to address all six of the following functional areas of a company:

- Vision and Leadership
- Marketing and Sales
- Production
- Finance and Administration
- Human Assets
- Information Technology

Step # 4 – STRUCTURED EXECUTION

Action – Establish a Practical Execution Plan

Specifics:

Then it must develop and implement a plan to execute its strategy.

This execution plan needs to develop a day-by-day, week-by-week, and month-by-month plan of the tactical things that must be done to achieve its overall strategic plan.

This execution plan consists of the following five components:

- Systems
- Personnel
- Metrics
- Quality Loops
- Incentives

Step # 5 – INNOVATION

Action – Apply Innovation to Your Business

Specifics:

Finally, it needs to establish a spirit of innovation that will allow the application of transformational innovation within the entire organization.

This will enable a company to differentiate it from its competition.