



## **The Force Multiplier**

by Cub Marion

The Force Multiplier is an effect experienced when an individual or team is completely focused and aligned on a specific objective. No wasted motion, no hidden agendas, no lack of commitment. They are “All In”. It is characterized by disciplined and deliberate action at all times. The essence of the Force Multiplier is the creation of a critical mass effect generating so much momentum that the power of the force has breakthrough implications. On paper, you thought you might get a result of X, but in actual execution it resulted in 2 or 3X. The effect is often observed in sporting events. An individual or team becomes so dominant, they are essentially unbeatable for a certain period of time.

Scenarios like this happen when the focus of effort is synchronized; every piece of energy is pointed in the right direction. This fits perfectly in a business environment. Leaders and team members must know their role, or said another way, know the specific behaviors and actions required of their position, and execute them with complete precision. Additionally, leaders play a critical role in creating Force Multiplier scenarios. Carefully thinking out the objective, putting in place the right resources, rallying people around the common cause, decisively executing, and meticulously monitoring performance to detect and correct process deviation will yield breakthrough results. This is a game changer.