

## The Problem with Good Companies is...

...they're so busy treading water to remain 'good', it probably won't ever occur to them to take some time and focus on becoming great - never mind excellent.

[RAMON'S NOTE: Please welcome contributing editor, Lena West, CEO of [xynoMedia Technology](#) and the creator of the 8-week teleconsulting program, [Technology Diet](#)]

Through the course of my posts on this blog, you will notice that I have a tendency - sometimes annoyingly - to put an emphasis on strategy. As you read my posts, I'm sure you'll say, "Does this lady think strategy solves EVERYTHING?" Ah, yeah, I do, in a way.

Many strategists will tell you... that a poor strategy beats no strategy any day. "Just DO something!" they say. I violently disagree. Companies that implement poor strategy, may as well do NOTHING because the time it takes them to undo the damage of implementing a poor strategy will eat away at any and all perceived progress.

Which corrals me back to the problem with good companies. Good companies aren't great or excellent companies for one main reason, because they lack a tight, tailored strategy. Good companies, when supplied with a strategy that is customized for them, grow to become great and even excellent companies - provided that their implementation and execution is sound. (One day I'll share my thoughts on excellence vs. perfection.)

So, if the difference between a good company and a great company is strategy, what's the difference between a great company and an excellent company?

### Technology.

Next week, I'll outline the four core elements of a tight technology strategy that you can use to ease your way into excellence - I'm assuming, if you're reading this blog, you're already good. These four elements are the cornerstone of the 8-week [The Technology Diet](#) program and are so painless and simple at first you'll discount them. Big mistake - so don't do it.

Disagree? Agree? Comment and let me know!

P.S. Special thanks to Ramon for the grand opportunity to reach out to SmallBizTechnology.com readers each Wednesday. Ramon you ROCK!

P.P.S. Some of you may know me because I used to write for Ramon's newsletter some time ago. Well I'm back and prepared to share with you the smartest way to leverage technology to get the most out of your business. I'm the Creator of the popular 8-week teleconsulting program, [Technology Diet](#) and I'm also the CEO of [xynoMedia Technology](#).

<http://www.smallbiztechnology.com/avantgo/2006/11/problem-with-good-companies-is.shtml>