



## The Three Ss of Winning in Business

*Why you need self-confidence, simplicity and speed in business*

by [Andrew Cooke](#), [Blue Sky GPS](#)

Many businesses, as they grow, develop a bureaucracy. This makes it hard for the business to adapt to the accelerating changes we are experiencing. As Professor Gary Hamel said:

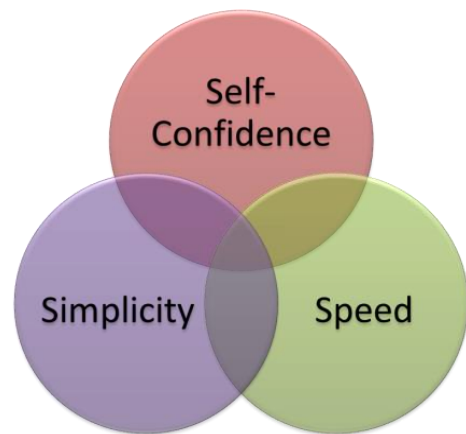
*"Today, the most important question for any organisation is this: are we changing as fast as the world around us?"*

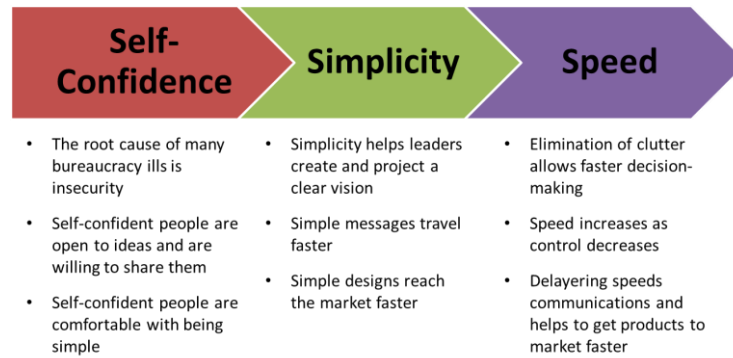
In the current environment if we do not grow then we do not stagnate, we atrophy. Jack Welch, while he was the Chairman and CEO of General Electric (1981-2001), developed the Three S's. According to Welch, the Three S's are interrelated and mutually supportive and, as such, are a prescription for winning in business.

The Three S's are:

1. *Self-Confidence*. Always believe in yourself. Embrace change before you have to. Take consistent action. You develop self-confidence by gaining experience and winning multiple times.
2. *Simplicity*. Reduce things to their simplest level; not simplistic, but simplified. When communication is clear, it travels faster. Use clear communication to empower others. You cannot have simplicity without self-confidence.
3. *Speed*. When communication is clear, direct language causes action and decisions to happen faster. Speed is a competitive advantage. You cannot have speed without simplicity.

### The Three Ss





Bureaucracy fosters formality, which slows business down and creates complexity. This makes it harder for your business to change as fast as the world around you. Here you risk becoming irrelevant in business and out-performed by your competitors. So focus on the three Ss and build your self-confidence, develop simplicity and increase your speed.

### **About Andrew Cooke and Blue Sky GPS (Growth & Profit Solutions)**

#### **Andrew Cooke**

*An experienced executive coach, business facilitator, and management consultant Andrew has more than 25 years' national and international experience, working across a range of industries and businesses. He is passionate in helping people, teams and companies to unlock their individual and collective potential, enabling them to achieve their personal and business goals and, in turn, to help them unlock the potential of others.*

*Andrew has extensive experience in dealing with both blue-chip and start-up companies, and has had extensive international experience in the UK, the Middle East and Ireland across a range of industries.*

*He has post-graduate business qualifications with a Master's in Business Administration (MBA) from the London Business School. He is an accredited associate coach for Marshall Goldsmith Stakeholder Centered Coaching in coaching executives and leaders.*

#### **Blue Sky GPS (Growth & Profit Solutions)**

*Andrew runs [Blue Sky GPS \(Growth & Profit Solutions\)](http://www.business-gps.com.au), working with individuals, teams, groups and corporate so they can unlock their potential, that of others, and create a life and a job they love and choose to lead.*

*Through customized development programmes using experiential learning, backed by group workshops, individual one-to-one coaching and on-going support the individual and group development needs are addressed, the skills and capabilities are unlocked and the people can grow and achieve both personal and business outcomes on a sustainable basis. His blog, Growth and Profit, can be found at <http://growthandprofit.me>.*

*To find out more about this visit the [Blue Sky GPS website](http://www.business-gps.com.au) or contact Andrew at [andrew.cooke@business-gps.com.au](mailto:andrew.cooke@business-gps.com.au) or on +61 (0)401 842 673.*