



Foundations of Business Excellence

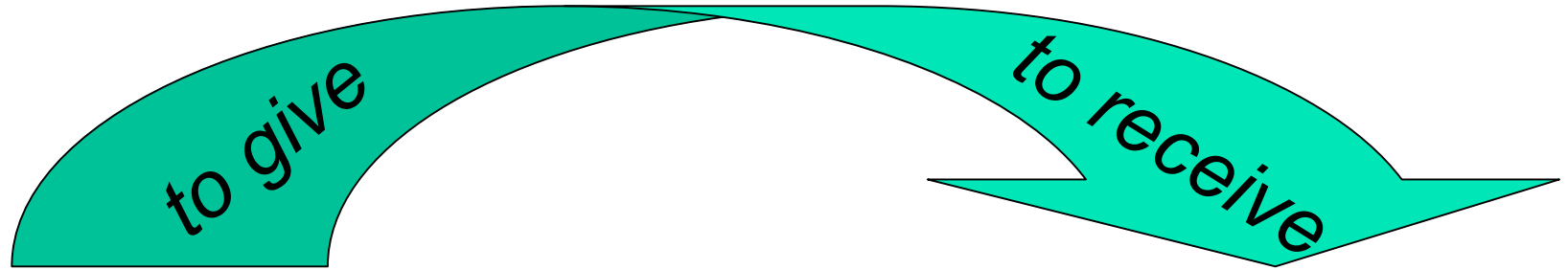
*We get back in direct proportion
to what we put out.*



The Purpose of Business

- Business becomes an entity over time – it takes on a life of its own
- Business can choose to serve a higher purpose
- That purpose is to meet or exceed the needs of the customers, employees and shareholders...the stakeholders
- The primary, most important purpose of business, the reason it exists is to meet or exceed the needs of its customers
...then the employees
...then the shareholders

Performance Counts

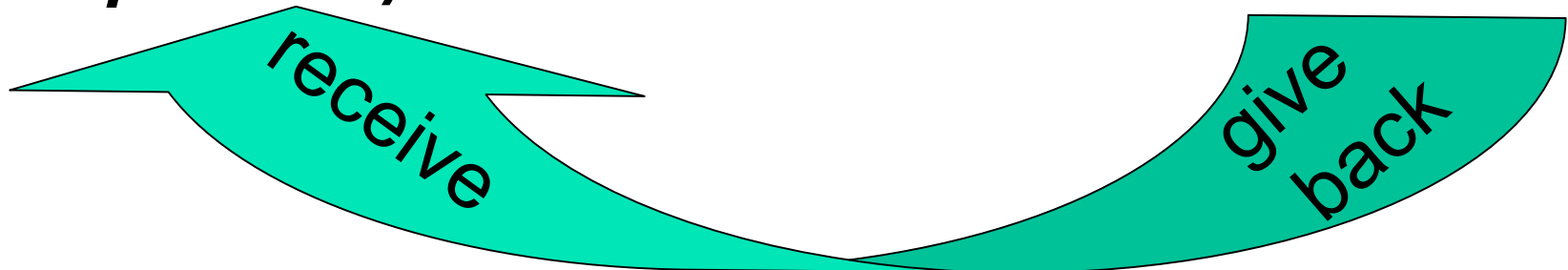


Business is Responsible for learning
how to deliver **Tangible & Intangible**
Results ...

to the three
stakeholders

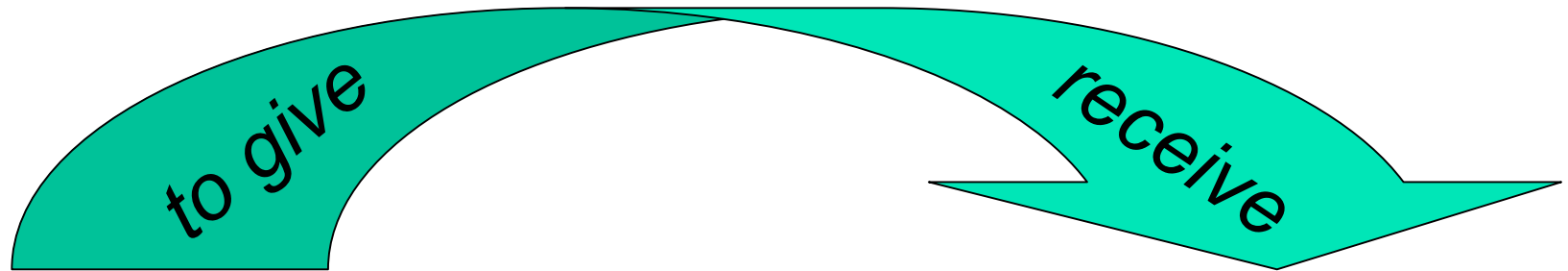
Business is Accountable for
results produced/received

then they...



What goes around, comes around...What we put out comes back

Performance Counts



Business is *Responsible*
- it learns how to deliver these results...

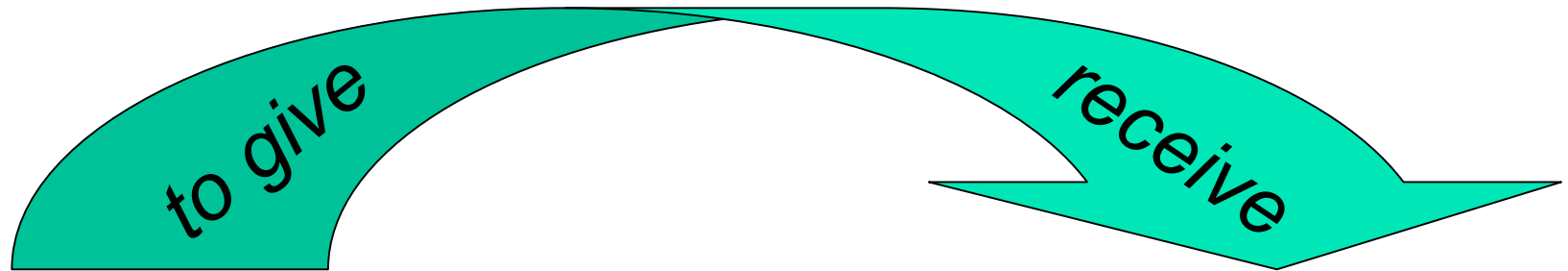
Out of gratitude... what do **customers** give back to the business...

- *loyalty*
- *More sales per customer*
- *W.O.M.A.*
- *A sterling reputation*

Customers want

- the right product or service
- the necessary expertise to make a decision
- to be served “on time”
- to pay a “fair” price
- to be respected and treated as important, to feel valued and appreciated

Performance Counts



Business is *Responsible*
- it learns how to deliver these results...

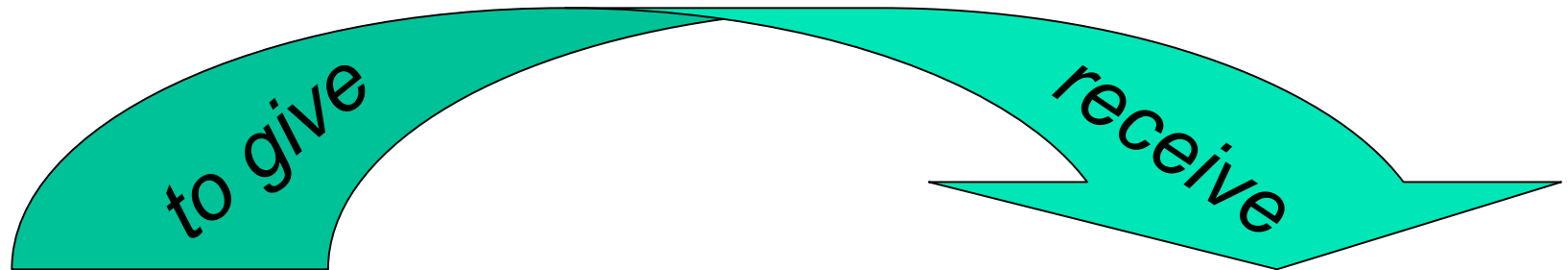
Out of gratitude... what do **employees** give back to the business...

- ***loyalty***
- ***Improved performance***
- ***Improved productivity***
- ***Pride & satisfaction***

Employees want to

- do work that is important
- feel like they belong
- be encouraged to contribute their ideas & suggestions
- be recognized and appreciated, respected and valued
- be “fairly” compensated

Performance Counts



Business is *Responsible*
- *it learns how to deliver these results...*

Out of gratitude... what do **shareholders** want to give back to the business...

- ***pride***
- ***satisfaction***
- ***More investors***
- ***A sterling reputation***

Shareholders want

- an excellent return on their investment (ROI)
- to invest in a bus/org that makes the lives of their customers, employees, communities and country better

