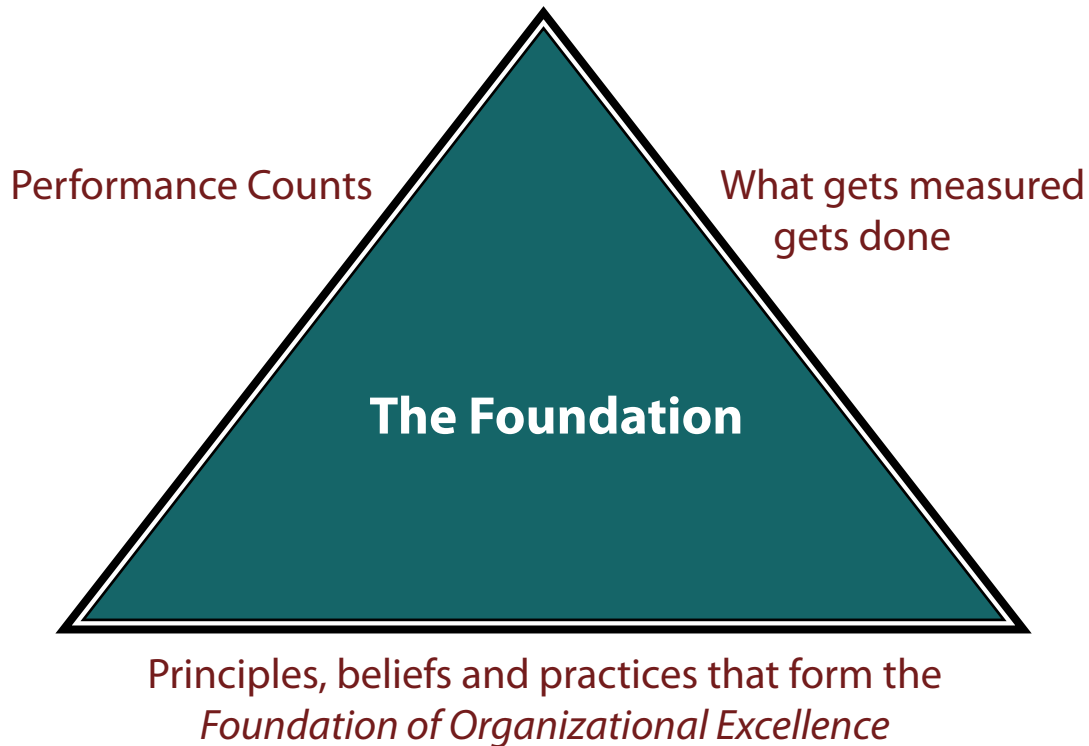


# The Foundation - Overview



## Definition

*"That upon which anything is founded; that on which anything stands, and by which it is supported; the lowest and supporting layer of a superstructure; groundwork; basis". Education or instruction in the fundamentals of a field of knowledge; "he lacks the foundation necessary for advanced study"; "a good grounding in..."*

- The foundation is the most important part of every building and is also the most important part of business excellence / customer service excellence.
- The problem is that employees arrive at work with their own set of foundational principles, beliefs and practices, and far too often they are different than the people they work with and are out of line with what customers / clients expect.
- This fundamental misunderstanding is the source of much of the conflict, lack of cooperation and complaints by customers and co-workers alike, along with mediocre performance and results.