

## The Attributes of Long Term Success

### **A fluid vision**

Great vision stems from the heart more than the mind. Visions proceed from feelings, the advance antennae of the intellect. Don't over-logic your vision; let it unfold.

### **Adaptiveness**

The organization that cannot change quickly will fail when caught in the cross hairs of a competitor's attack. How quickly and easily can your organization's policies, practices, programs, systems, structures and plans be changed?

### **Unwavering Values**

Values are what you believe, what you live by, and what's really important to you. For individuals, they're the bedrock of self-esteem. Integrity, honesty, and commitment are rules to live by that come before (and after) the bottom line.

### **Innovation Obsession**

You must be obsessed with the need to change, innovate, re-create. Nothing less offers even a hope of long term viability.

### **Quality Products/Services**

Quality is, first, a function of use and price. Design your products/services in terms of the uses to which it is to be put, and the price you can expect to get. The secret is to design, produce, and deliver the highest quality product you can for the lowest price you can charge.

### **Customer Value**

Customer value is a result of correctly defining quality from your customers' prospective. Should you recognize that you're not delivering full value to the customer, quickly change your product, your price, your distribution system, or even your people.

### **Customer Service**

Customers react to service, or the lack of it, in emotional terms - they aren't rational. Attract customers with total unconditional service. Price is a short-term and highly volatile determination - Service is a long-term commitment with long-term results.

### **Quality Leadership**

Effective and enlightened leaders are highly inner directed, dynamically balanced, incredibly flexible, internally empowered, and personally committed.

### **Perpetual Renewal**

Organizations should be designed like a human bodies - Every cell renews annually

### **A Sense of Community**

We are all connected and intertwined with each other. Ultimately our only strength will be our power of community.

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