



Ten Top Long Term Success Factors

1. 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.

2. 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?

3. An unwavering set of 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.

4. An obsession with innovation.

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

5. Quality as a relative and an absolute value.

Quality is, first, a function of use and price. Design your products 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 price you can charge.

6. A commitment to customer value.

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.

7. Service as an absolute value.

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.

8. Quality based leadership.

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

9. An infinite capacity for renewal.

We need to design organizations the way the body is designed - Every cell in the body is renewed annually. Apply these same principles to your organization.

10. A deep sense of community.

We are all connected and intertwined with each other. We are but "representations of the whole". Ultimately our only strength will be our power of community.

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