



# Foundations of Business Excellence

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

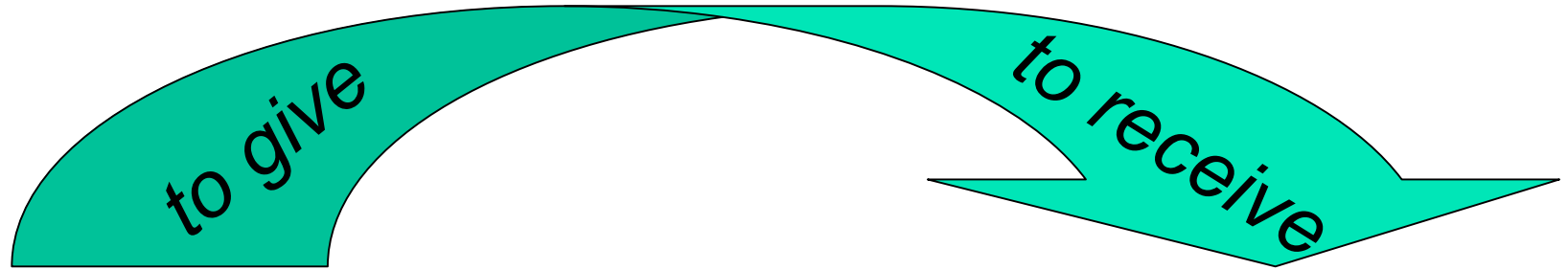


# The Purpose of Business

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- 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

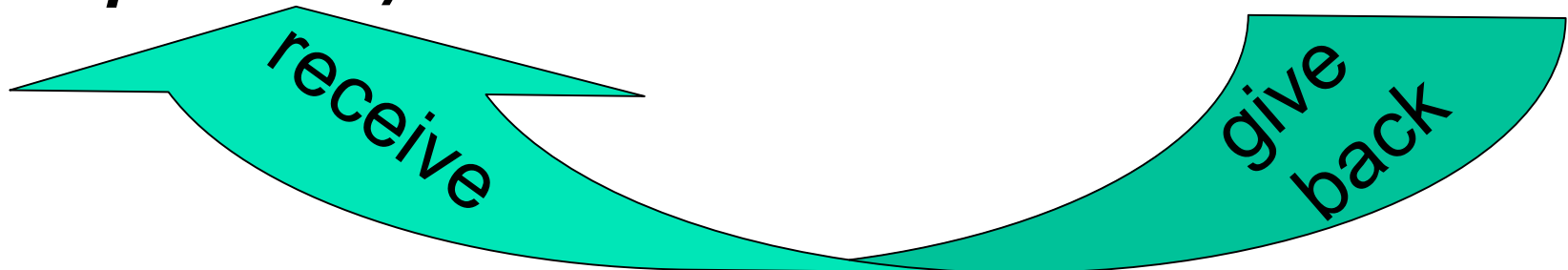


**Business is Responsible** for learning  
how to deliver **Tangible & Intangible**  
**Results** ...

**to the three**  
**stakeholders**

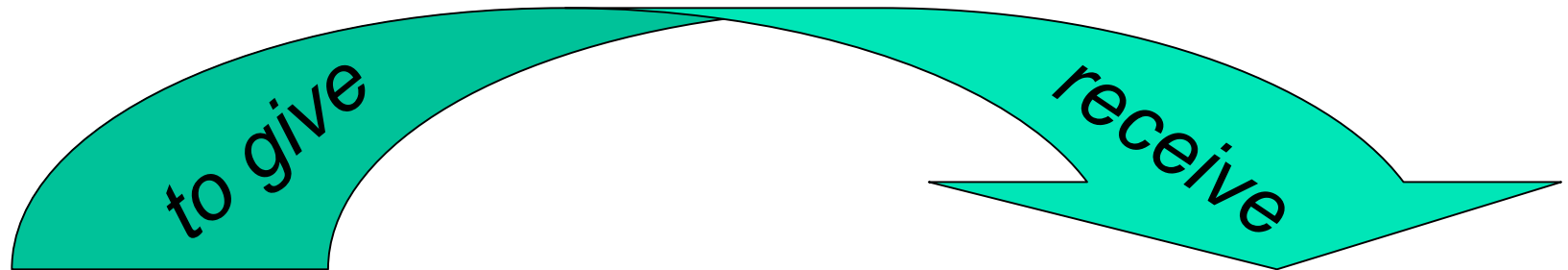
**Business is Accountable** for  
results produced/received

**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...*

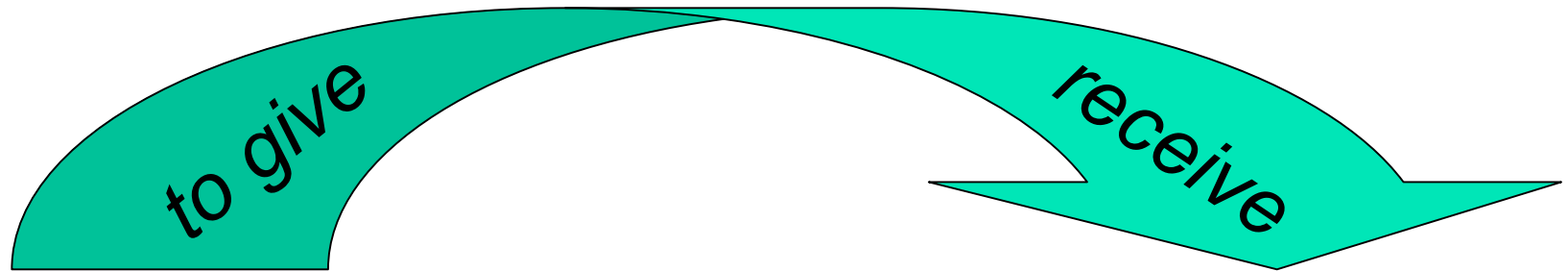
Out of gratitude... what do **customers**  
give back to the business...

- *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...*

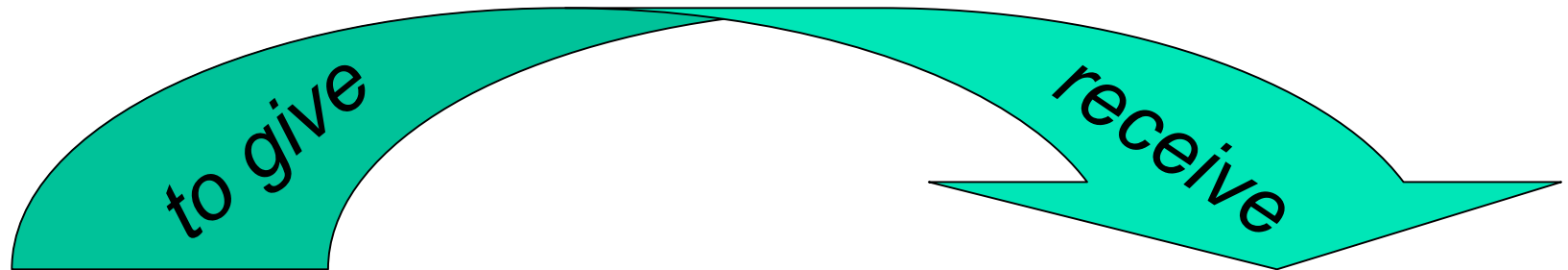
Out of gratitude... what do **employees** give back to the business...

- ***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

