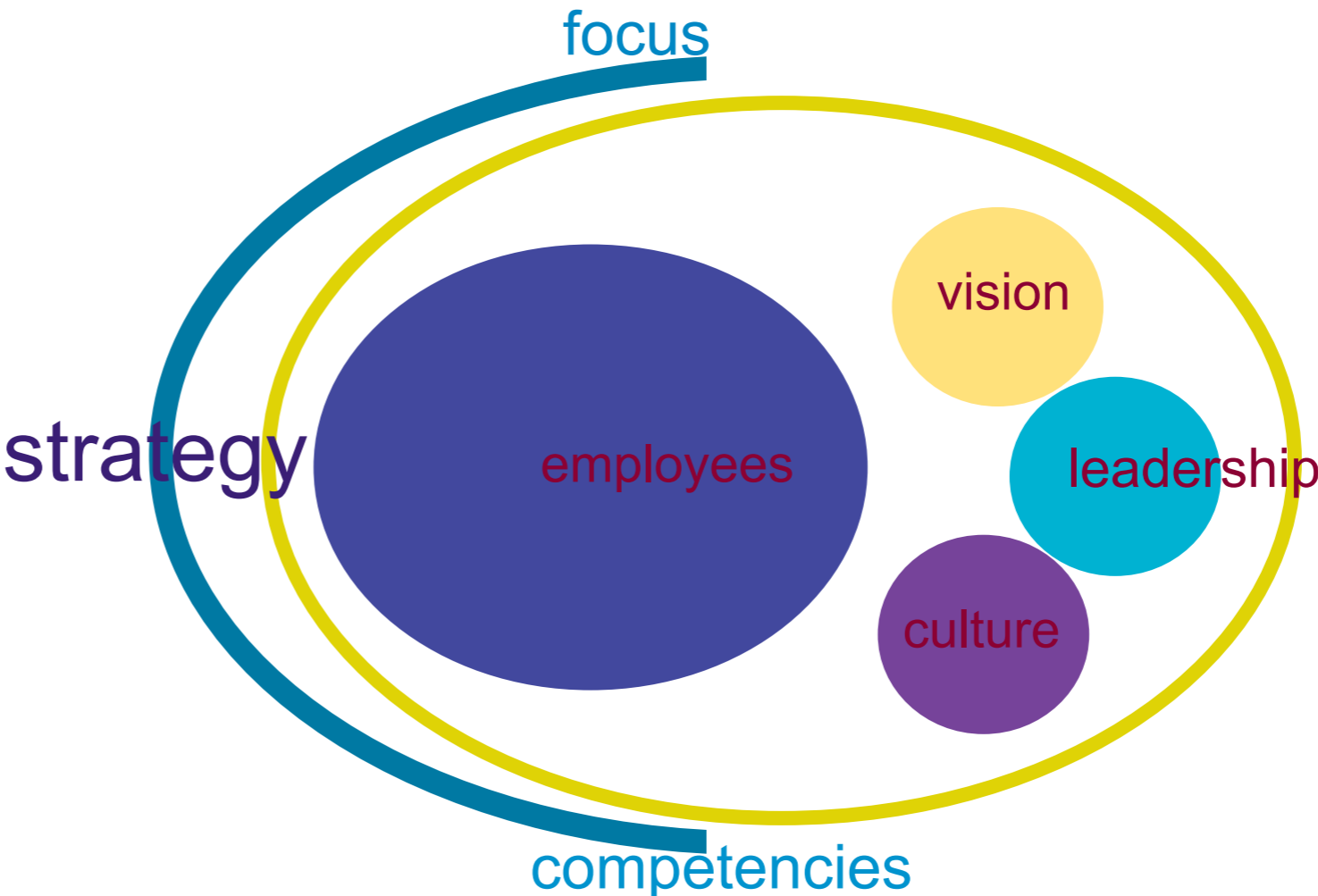


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competitive engine

The competitive engine represents the agents that impact the ability of an enterprise to compete effectively.

rewards:
The engine fuel of any business is its reward structure. The fuel must be equally available to all and matched to individual needs. Monetary rewards form only part of the structure with non-monetary rewards yielding greater effort and innovation.

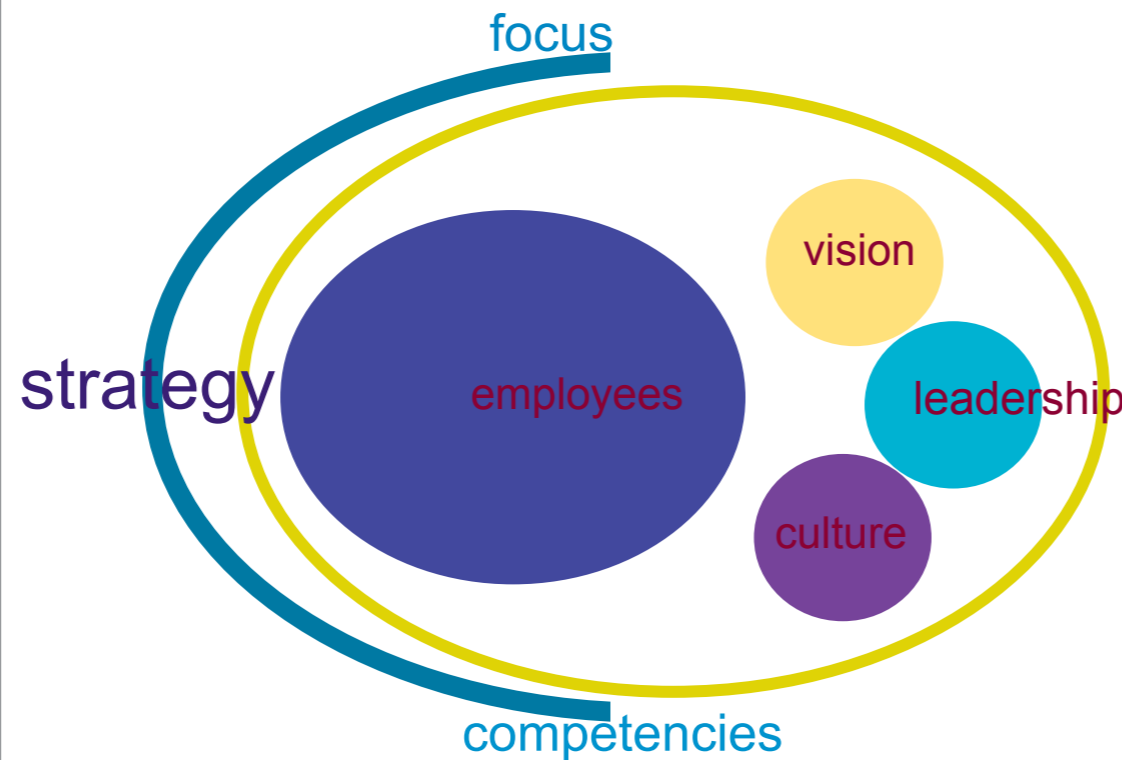
focus:
A rock solid culture of meeting customer needs will not only retain and build a loyal customer base, but more importantly it will provide a future direction for the business. Customers are today's lifeblood and also the compass for future direction.

employees:
Your business is nothing more than the sum of all its employees . Its competitive success is derived from the combined strength of its employees. Manage your employees well and your business will be succesful.

leadership:
Leadership provides the moral value and strength of purpose of a business. For a business to enjoy continual success it must have worthy leaders at its core. Worthy leaders are ones who possess the traits of wisdom, integrity, humanity, courage and discipline. They are trusted and respected by their employees.

vision:
Visions are exciting and enticing. They draw all the people who make up that business together and provide a shared common purpose to move forward. Visions are the glue that bind and the energy that propel forward.

culture:
The culture of a business is its personality and traits. A business's culture must uphold its value and ethics and underpin the strength of its leadership. If a business does not have the 'right attitude' it cannot succeed.



strategy:
The competitive strategy of a business is a function of its focus and capabilities which when formed by a balanced and unified employee/leadership group will always outpace competitors and create new value for its customers.

competencies:
Knowing what your business can do well and what it can't do guides the course of your future direction. It tells you what directions to move in, what competencies to build and which capabilities need strengthening. If you don't know your competitors and capabilities, you don't know your business.

barriers:
Pride, self-interest, politics, paradigm-lock, bureaucracy are all examples of agents that stop a business from becoming all that it may. They form barriers to growth and success and must be eliminated with extreme prejudice.