

The Excellence Dividend **The ELEVEN “NUMBER ONES”**

- *Investment #1: TRAINING** (“Radical personal development”)
- *Asset #1: PORTFOLIO OF FIRST-LINE MANAGERS** (Key #1 employee productivity/retention/customer fulfillment)
- *Core Value #1: LISTENING EXCELLENCE** (“fierce listening”/ “aggressive listening” to staff/outsideers)
- *Value-Added Strategy #1: DESIGN EXCELLENCE** (“Steve and Jony spent hours discussing corners”)/**RADICAL HUMANIZATION** (Beyond the foreseeable reach of AI)
- *Job #1: ESTABLISHING & MAINTAINING “60/60/24/7” A CULTURE OF EXCELLENCE-BY-PUTTING-PEOPLE-REALLY-FIRST** (Plausible: a “joyful” workplace/growth as “moral imperative”) **FYI: “PEOPLE FIRST” = CUSTOMERS FIRST = \$\$\$\$**
- *\$\$\$\$\$ Strategy #1: WOMEN BUY EVERYTHING.** (Consumer/commercial) **WOMEN HAVE ALL THE MONEY.** (Another \$22 Trillion wealth transfer next 5 years) **WOMEN ARE BETTER LEADERS.** (Lotsa research on this; e.g., 50-50 MF boards = Plus 58% profitability/McKinsey) **SO WHAT’S YOUR LEADERSHIP TEAM COMPOSITION?**
- *Innovation Strategy #1: WTTMSASTMSUTFW/Whoever Tries The Most Stuff And Screws The Most Stuff Up The Fastest Wins** (Innovation guaranteed!)
- *Habit #1: READ. READ. READ. READ. READ. READ. READ.**
- *Daily Activity #1: MBWA/MANAGING BY WANDERING AROUND**
- *Obsession #1: EXCELLENCE IS THE NEXT FIVE MINUTES.** (Excellence = Ultimate short-term strategy = Next email/chance hallway meeting ...)
- *Axiom #1: HARD** (numbers, plans) **IS SOFT.** **SOFT** (relationships, culture) **IS HARD. PUT THE SO-CALLED “SOFT STUFF” FIRST.**