

AGENDA 2019/20 BASIC TENETS
(A Personal Pledge/Invitation)

Re-Imagine Employee Engagement and Growth
Re-Imagine Business Per Se
Re-Imagine Business Education and the MBA

Practical & Societal
People First

(EEE/Extreme Employee Engagement)
(Every Individual: Respect/Better Every Day)
(Death to the De-personalizing Term “Human Resources”)

Moral Responsibility

(To Individuals & Communities & Society-Writ-Large)
(Death to Immoral “Shareholder Value Maximization”)

Leadership You Can Brag About to Your Kids
“Front & Center” Injection of the Liberal Arts

(E.g., Master of Business Administration to Master of Business Arts—
Elimination of the Word “Administration”)

Art Appreciation & Design & Soul in All We Produce
Customers to “Fans”

(Primarily via Emotional Connection/Extreme Humanization)
(Technology as Assistant not Replacement)

Healthy/Sustainable Growth

(Put a Merciful End to “Growth for Growth’s Sake”/ “Scaling Mania”)

Emphasize/Celebrate/Support SMEs

(Job Creation & Innovation/Focus: 10 to-500 employees)

EXCELLENCE

(Excellence-in-All-We-Do/Excellence-Is-the-Next-Five-Minutes)

CASE STUDY/CENTERPIECE OF *THE EXCELLENCE DIVIDEND**

THE COMMERCE BANK/METRO BANK MANTRA

“Are you going to cost cut your way to prosperity? Or are you going to spend your way to prosperity?”

“Over-invest in our people, over-invest in our facilities.”

“Cost cutting is a death spiral. Our whole story is growing revenue.”

*Success indicator: Commerce Bank in the U.S. came first. Founder Vernon Hill eventually sold Commerce to TD Bank for a whopping \$8.6 billion. Metro, in the UK, was its successor. Metro’s hands-on, “Get ’em *in* the branches,” and turn them into “Fans” strategy features beautiful facilities, long hours (e.g., open until midnight on Fridays), turned on staffers living up to Metro’s “Yes Bank” credo—and dog biscuits given away by the million. Commerce/Metro bottom line: *Literally millions of customers migrating from (being liberated from) traditional banks.* (Bonus: Commerce/Metro at last count has created 17,000 good new stable jobs—while the traditionalists were abandoning branches and hemorrhaging thousands upon thousands of jobs.) (Read more in Vernon Hill’s scintillating book, *FANS Not Customers: How to Create Growth Companies in a No Growth World.*)