

GOALS 2020+

“Over”-invest in people (e.g., top-quartile pay, 5-star health benefits, safety first).

“Over-the-top” worker training.

Substantial employee ownership.

Extreme development of first-line managers as most critical leaders.

More women in senior leadership roles (e.g., women minimum 50% in top management and Board membership).

PROUD OF OUR EMPLOYEE ENGAGEMENT & GROWTH.

Company fully integrated into community.

Contribute to community via radical Clean & Green operations.

PROUD OF OUR COMMUNITY ENGAGEMENT.

Civil workplace (e.g., extreme worker respect) devoted to employee growth.

Ethical behavior as a cornerstone of business strategy.

PROUD OF THE WAY WE DO BUSINESS.

Extreme and continuous product/service differentiation primarily through Humanized (Extreme Humanization) and Sustainable Design; every product/service is “remarkable.”

Every employee a “licensed innovator.”

Adhere to Metro Bank Vernon Hill’s rule: “Cost-cutting is a death spiral”—focus on the top/value-added line.

Pursue the George Whalin dictate: “Be the best. It’s the only market that’s not crowded.”

Peerless quality a trademark.

No such thing as too much time invested in relationship building; slow & steady & encompassing wins the relationship race.

Instant and overpowering response to problems.

Greater attention to (stupendous-in-size) women’s market—e.g., majority of women in product/service R&D/development activities.

Greater attention to (enormous/pitifully underserved) “oldies” market.

PROUD OF OUR REMARKABLE PRODUCTS AND SERVICES AND CUSTOMER INTIMACY.

Overall employment growth principally through small-company

Excellence. (Centerpiece is, for example, numerous 4-person over-the-moon companies becoming 8-person companies in the next 36 months.)

IA (Intelligence Augmented) >> AI (Artificial Intelligence).

EXCELLENCE. ALWAYS. (Guiding axiom: Excellence is the next 5 minutes. Or nothing at all.)

EXTREMISMS 2020+

EEE/Extreme Employee Engagement
Extreme Community Engagement
Extreme Product/Service Humanization