

The Excellence 12

Hard is soft. Soft is hard.*

Forty-three years searching for excellence boils down to those six words.

People [R-E-A-L-L-Y] First/Extreme Employee Engagement

Training. Training. Training.

Hire/Promote for EQ-Empathy/Every Job

A Peerless Population of Inspiring, Engaging First-Line Chiefs

Leaders Who Live to Develop Their Team Members and Prepare Them for a Rocky Future

Many More Women in Senior Leadership Roles

Extreme Humanism/Products and Services with Soul, Which Create Deep Bonds with Our Customers, Which Make the World a Wee Bit Better, and Which Make Us Proud

Extreme Community-Mindedness

Extreme Sustainability

Excellence Is the Next Five Minutes. (Or Nothing at All)

“Strategy is a commodity. Execution is an art.” Drucker

“Amateurs talk about strategy. Professionals talk about logistics.” General Omar Bradley

You Must Care

* Hard (plans, spreadsheets, org charts) is soft (readily manipulable abstractions).
Soft (people, relationships, culture) is hard (bedrock of excellence).