

THE 100

Building Blocks for
Business Leadership

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Strategic Planning Pyramid — Principles

TOM SALONEK

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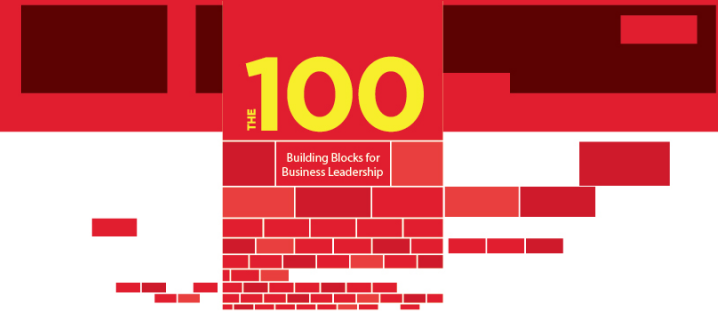
How to Use this Download

- The Principles, like values, should be unchanging
- Clearly defined principles give your people guidelines to make their day-to-day decisions. For example, one of our Principles is “Dominate” where we talk about dominating our backyard of Minneapolis and St. Paul. For salespeople who may be looking to work two deals—one in St. Paul and one on the west coast—they know which deal to give priority—the deal in our backyard
- Like the other unchanging parts of your strategic plan—values, purpose, ...—your principles should be succinct and if you can’t quickly and clearly recall them, you can’t expect your employees to

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Planning Pyramid – Principles

(i.e. Intertech)

Principles	Values		Purpose
<p>Dominate: We dominate our backyard of Minneapolis/St. Paul through a combination of training and consulting</p> <p>Exceptional: We're exceptional because of exceptional people. We get great people by getting great work.</p> <p>Difference: We're different in a way that matters to our customers</p>	<p>Attitude: Each day we choose our attitude. Attitude is contagious. For others to be positive, excited, and inspired, we must be.</p> <p>Commitment: As a team, we deliver. We demand more of ourselves than others could ask.</p> <p>Excellence: We're committed to a world-class customer experience and world-class customer satisfaction.</p>		<p>To create a place where people matter and our partner's business improved through technology</p>
Mission		Brand	
<p>We are the top training and consulting firm in the Midwest. We accept only the great work even in slow times. We have the best people and best work.</p> <p>Sales: \$</p> <p>Profit: \$</p> <p>Share Price: \$</p> <p>Timeframe: 15-25 years</p>		<p>Instructors Who Consult. Consultants Who Teach. ™</p>	

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