

THE 100

Building Blocks for
Business Leadership

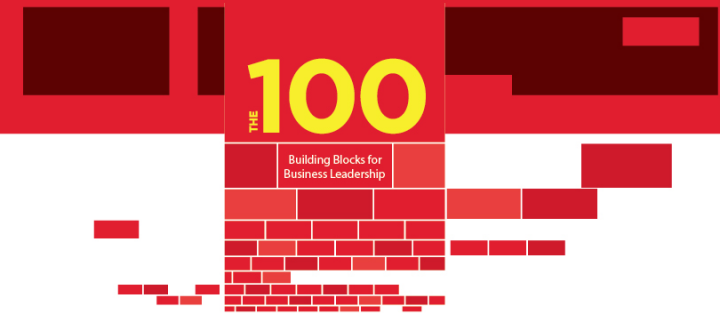
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Strategic Planning Pyramid — Values

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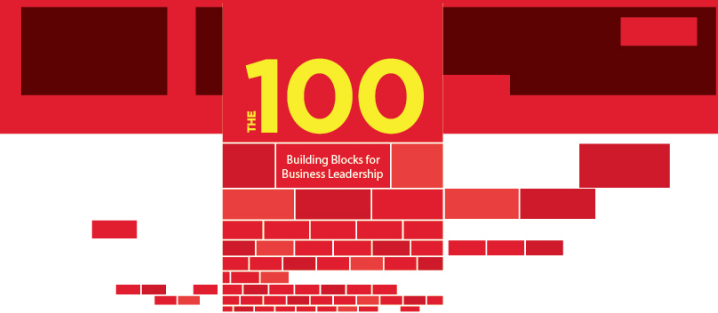
How to Use this Download

- In the planning pyramid's value's section, list out your firm's values
- Ideally, see if you can use an acronym to make it easy for you and all employees to remember your values. For example, at Intertech our values are Attitude, Commitment, and Excellence which we refer to as ACE
- Whether it's values, your brand, or your operating principles, if you can't clearly and succinctly state them, you can't expect your employees to!

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Planning Pyramid – Values

(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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