

## COMMUNITY

Collaborative communities of practice  
Culture & competency development

## KNOWLEDGE

Knowledge management  
Search & reapply

### CAPABILITY

Learning & Intellectual Development

### COLLABORATION

Connection with Family and Friends

- Ask questions that deepen your understanding of others
- Be a patient listener
- Apprentice yourself to someone you admire

## Leaders

Sees potential  
Builds commitment  
Trustworthy  
Caring  
Patient Listeners  
Participative

## Leaders

Visionary dreamers  
Clever  
Optimistic  
Enthusiastic  
Expressive  
Big-picture thinkers

## INNOVATION

Futuring & scenario planning  
Diversified radical experiments

## GROWTH

New market speculation  
Greenhouse funds

### CREATIVITY

Aesthetic Vision & Artistic Expression

### DISCOVERY

Psychological & Spiritual Development

- Keep a creative ideas journal
- Travel to unfamiliar places
- Hold spontaneous brainstorming sessions

**COLLABORATE**  
DO THINGS  
THAT LAST

**CREATE**  
DO NEW  
THINGS

## EFFICIENCY

Lean manufacturing  
Supply chain innovation

## QUALITY

Total quality control  
End to end IT system

### SECURITY

Safety & Savings

### PRODUCTIVITY

Lifestyle to sustain success

- Build onto what you already have rather than invent something new
- Establish order and structure

## Leaders

Pragmatic  
Methodical  
Scientific or technical  
By-the-book  
Problem solver

**COMPETE**  
DO THINGS  
NOW

## Leaders

Goal- & action-oriented  
Impatient  
Assertive  
Driven  
Decisive  
Competitive

## SPEED

Mergers & acquisitions  
Rapid action problem solving teams

## PROFIT

Revenue insight processes  
Market adjacencies

### VITALITY

Physical & Emotional Health

### PROSPERITY

Financial Well-Being

- Confront your fears
- Play to your strengths
- Simplify your routines

## Actions

- Search for and reapply best practices
- Collaborate with customers
- Run focus groups
- Mentor and coach
- Build balanced teams
- Establish shared values
- Hire and train lifelong learners
- Develop a strong cultural identity

## Behaviors

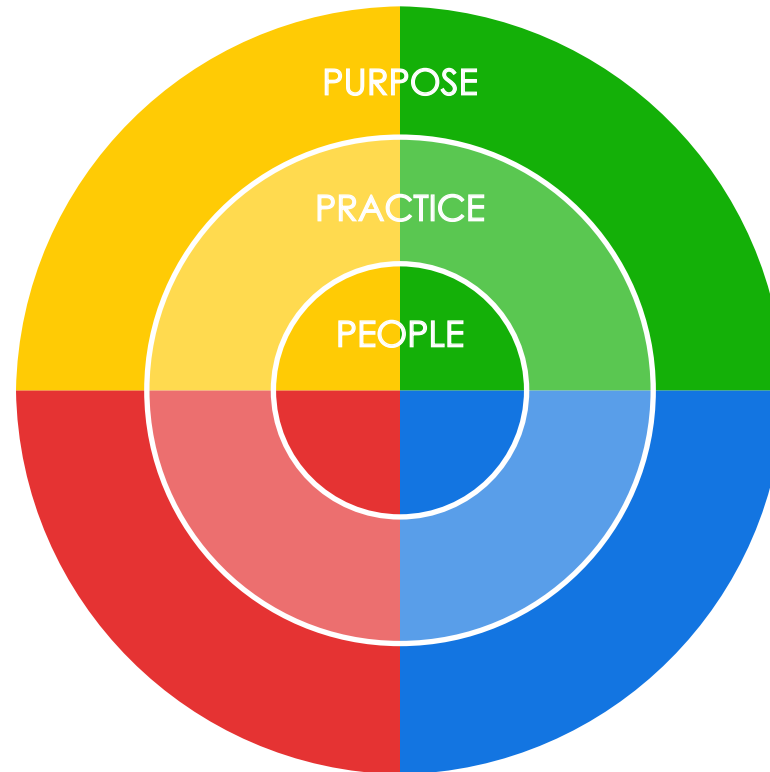
- Talk about personal experiences
- Tell stories
- Express emotions
- Put people at ease
- Acknowledge the role of intuition

## Actions

- Improve processes
- Benchmark best in class
- Remove unnecessary parts
- Run simulations
- Mine the information
- Connect the systems
- Reorganize
- Work with suppliers

## Behaviors

- Provide details
- Follow the rules
- Explain in sequential order
- Conform to esprit de corps
- Demonstrate how things work



## Actions

- Create new breakthrough products
- Start up a new organization
- Brainstorm novel solutions
- Forecast the future
- Enlist radicals
- Spin off an existing unit
- Diversify experiments
- Build a virtual organization

## Behaviors

- Look at the big picture
- Draw concepts
- Use metaphors
- Look at the future
- Explore how the pieces fit together

## Actions

- Eliminate unprofitable products & services
- Merge with another organization
- Pay-for-performance
- Build a strong brand
- Reward strong sales
- Invest in proven winners
- Outsource non-essential services

## Behaviors

- Get to the point and summarize
- Be logical and analytical
- Critically confront the downside
- Show personal ownership
- Demonstrate a bias towards action