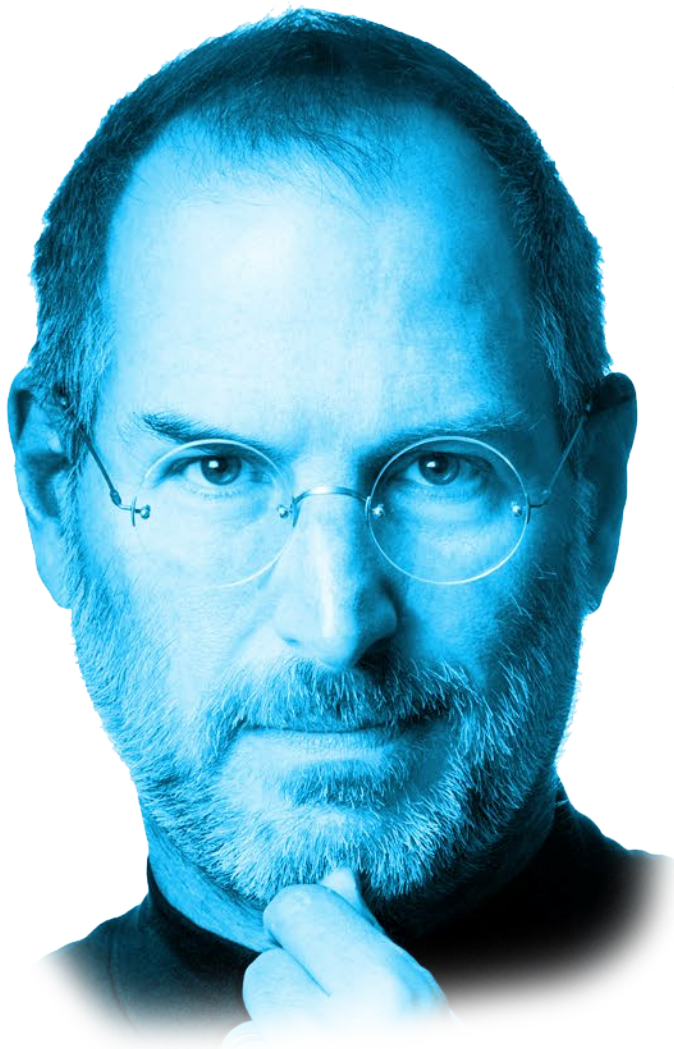




THE BUSINESS OF INTEGRATION

The background of the slide features large, faint, yellow letters that spell out 'ARBA' in a stylized, sans-serif font. The letters are positioned behind the main title text.

THE MANDATORIES



*"In order to do things well, that
can't be done by one person, you
must find extraordinary people."*
~ Steve Jobs



*"Great vision without great
people is irrelevant."*
~ Jim Collins

ASAP

CREAT-
IVITY IS
THE ONLY
WAY TO
SURVIVE

ASAP

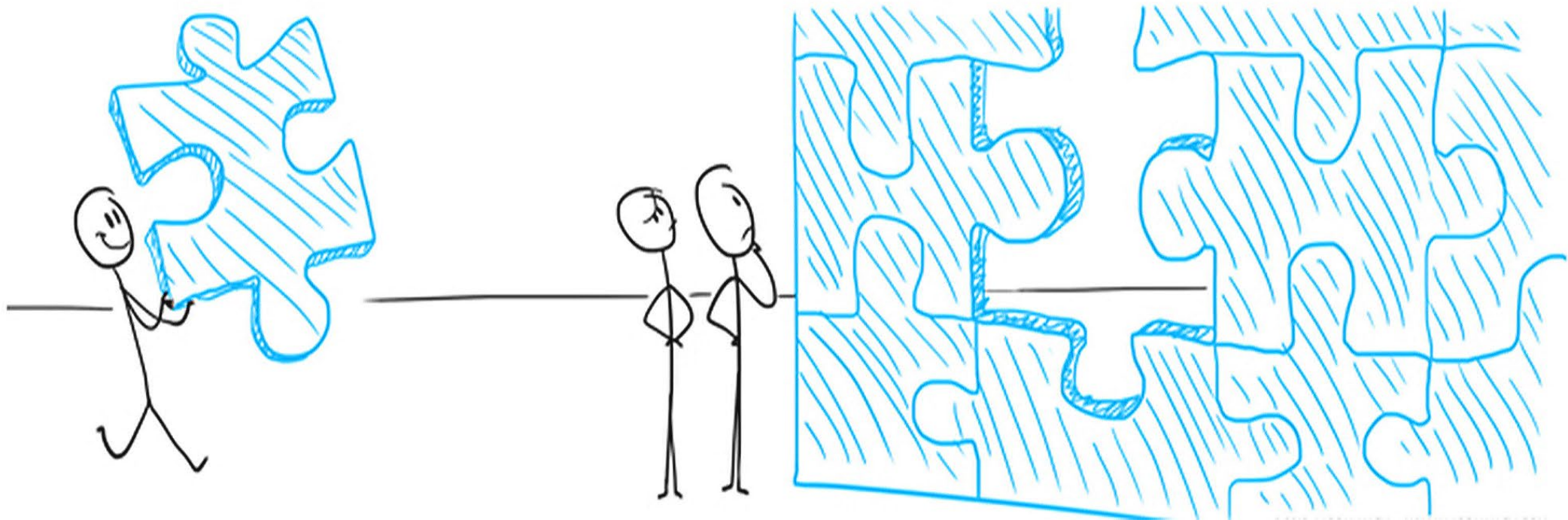
Do the Basics Brilliantly



ASAP

*“Gone are the days you can be
on my business.*

*If you’re not **in** my business
I don’t need you!”*



ASAP



INTEGRATION

Simple but Important Distinction

ASAP

COLLABORATION
& **INTEGRATION**
are different



ASAP



WHAT DRIVES **INTEGRATION SUCCESS**

EXPERIMENT, CONSTANTLY...

*“Negative results are just what I want.
They’re just as valuable to me as positive
results. I can never find the thing that does
work until I find the ones that don’t”*

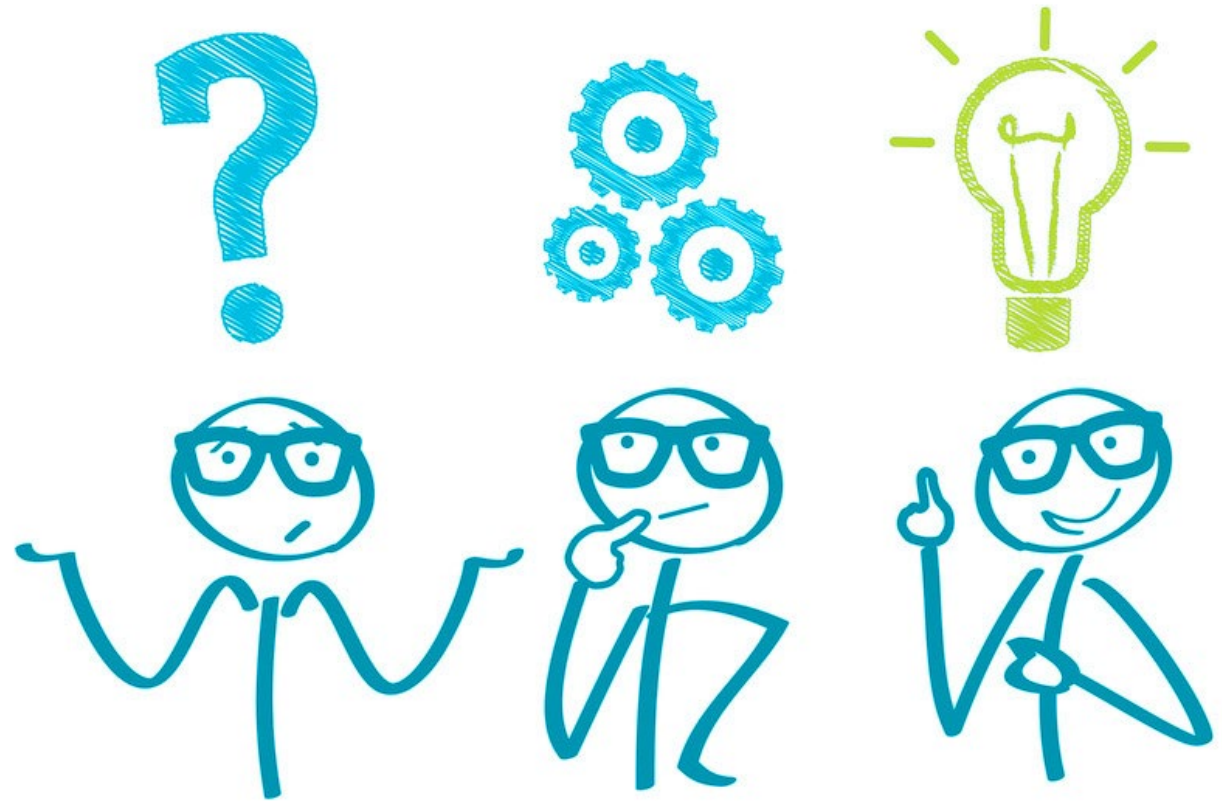
~ Thomas Edison

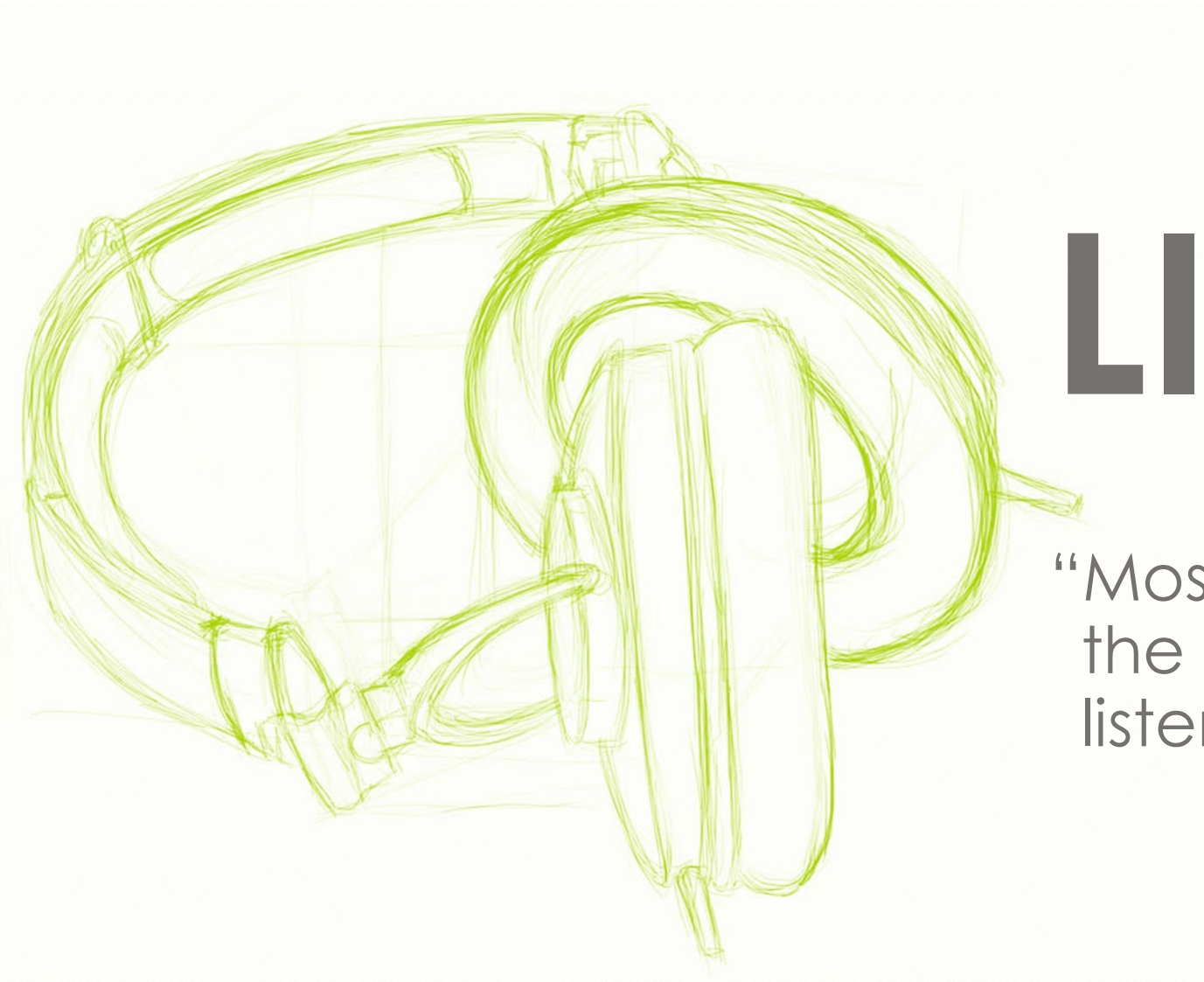


QUESTION...

“The scientist is not a person who gives the right answers, he's one who asks the right questions.”

~ **Mr. Levi Strauss**





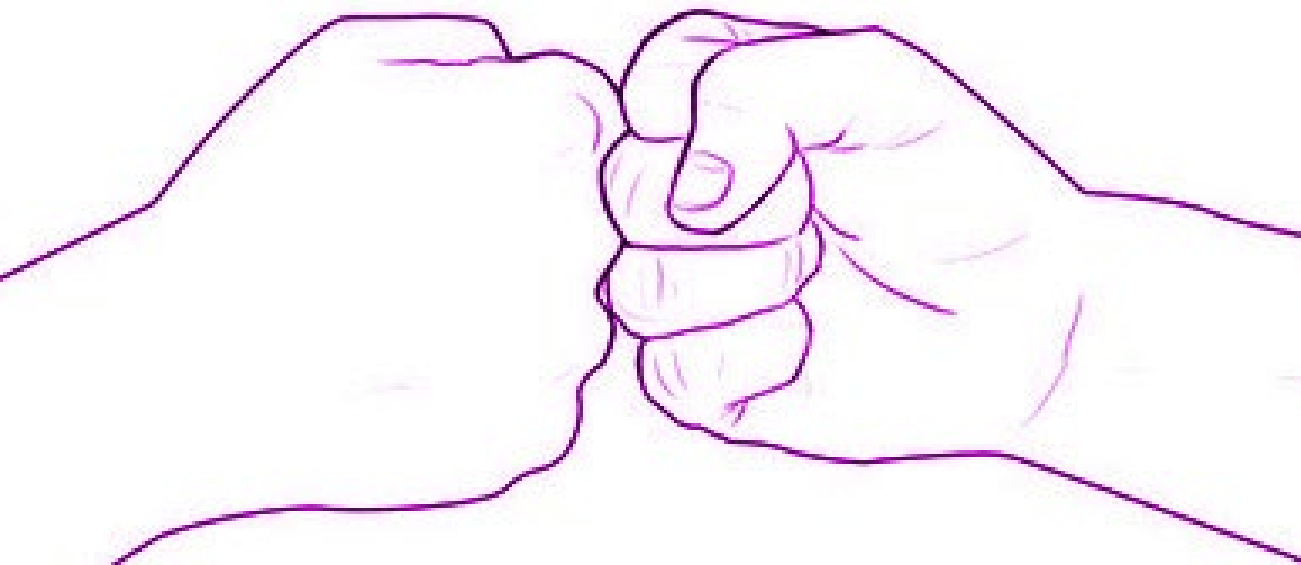
LISTEN...

“Most people do not listen with the intent to understand; they listen with the intent to reply.”

~ **Stephen Covey**

MISTAKES WITH CONVICTION...

But make them and make
them with speed!



TAKE RISK...

“The risk of a wrong decision is preferable to the terror of indecision.”

~ Maimonides



A HIGHER
STANDARD
AT MWG...

Embrace it for others will follow!



McCANN
WORLDGROUP

**ALL THE ABOVE,
PLUS...**





VELOCITY

RULE ONE

7 OUT OF 10 RULE

You will only ever get 3 out of 10 decisions right the first time. You will not be judged on the 7 incorrect decisions but rather the speed with which you correct them.

RULE TWO

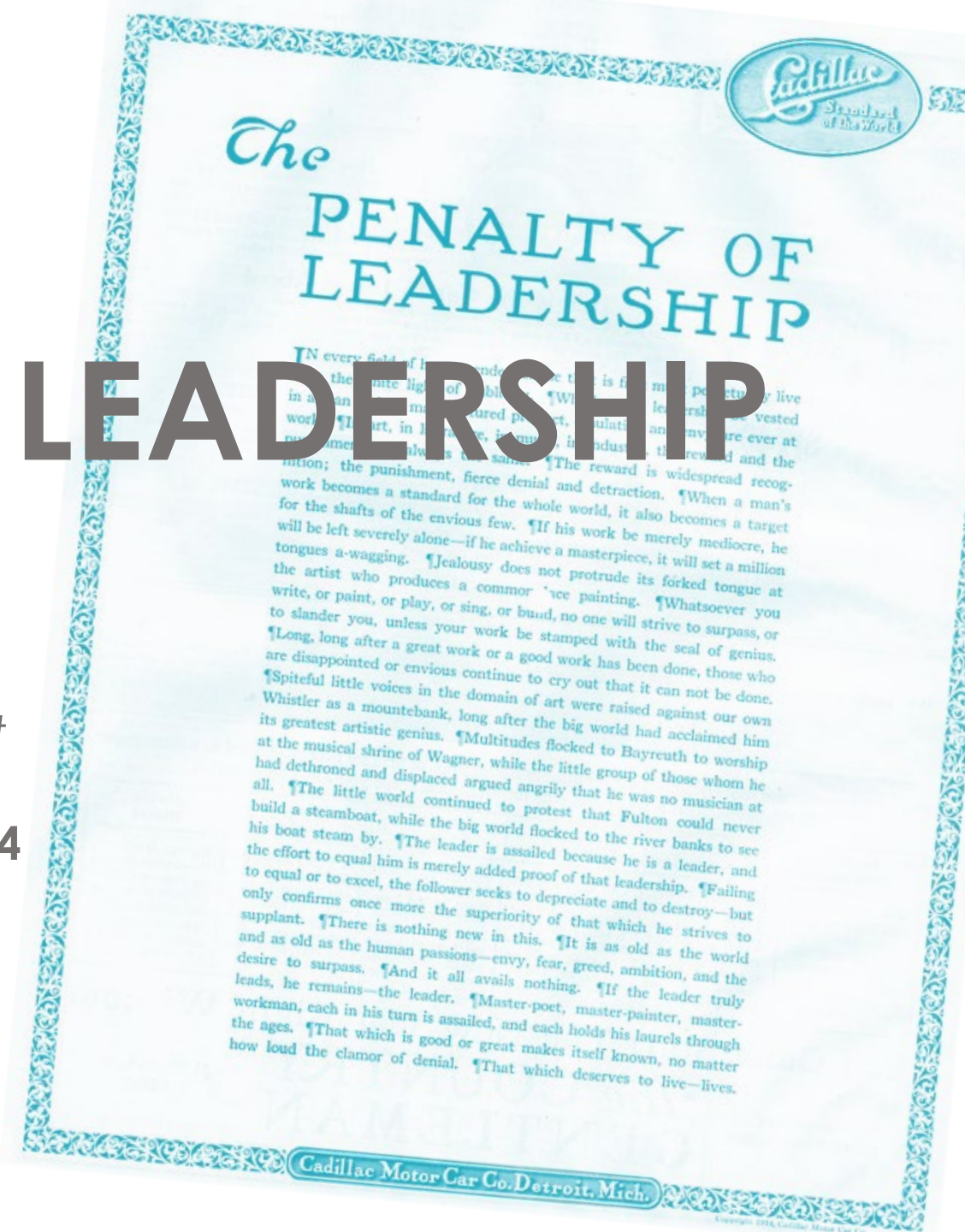
Don't manage the business not to fail, manage the business for success and victory.

THE PENALTY OF LEADERSHIP

"When a person's work becomes the standard for the whole world, it also becomes a target for the shafts of the envious few. If their work is merely mediocre, they will be left severely alone – if they achieve a masterpiece, it will set a million tongues a wagging"

~ Cadillac 1914

ASAP





THANK YOU