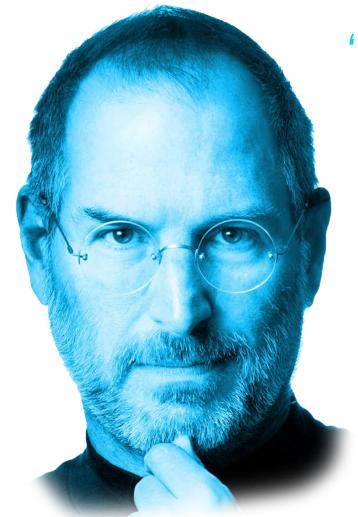
THE BUSINESS OF INTEGRATION

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

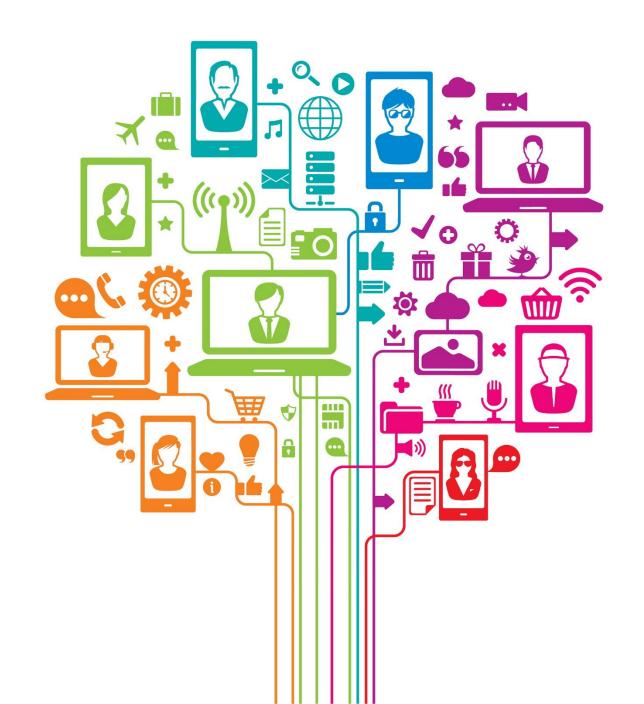




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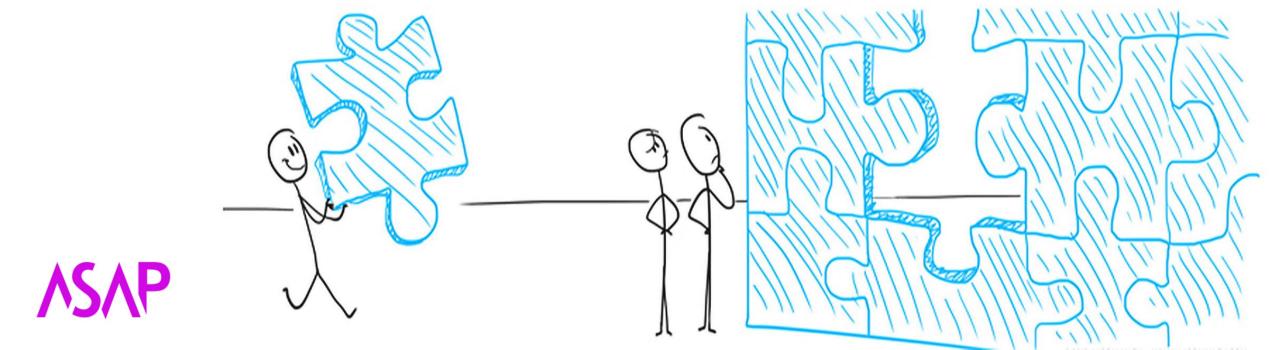
Do the Basics Brilliantly





"Gone are the days you can be on my business.

If you're not **in** my business I don't need you!"











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"

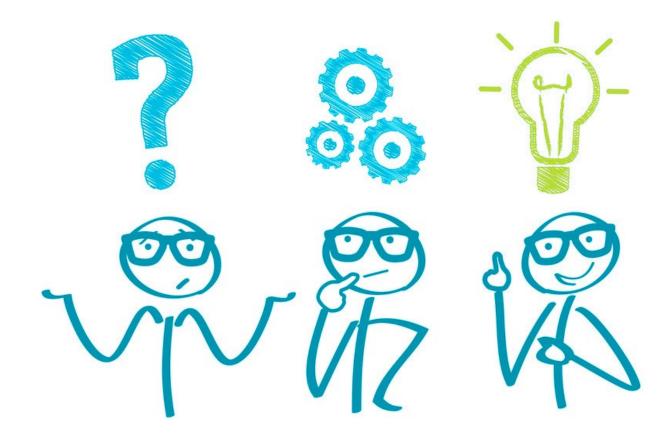
~ Thomas Edison



QUESTION...

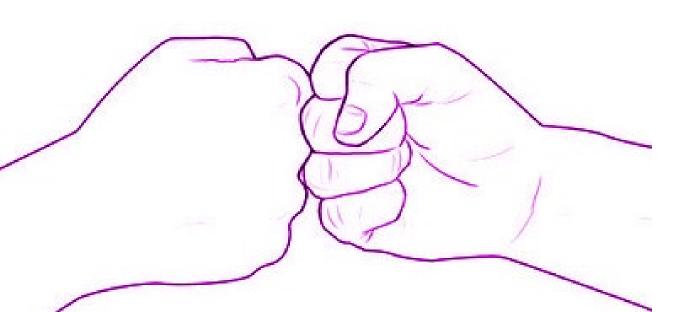
"The scientist is not a person who gives the right answers, he's one who asks the right questions."

~ Mr. Levi Strauss





MISTAKES WITH CONVICTION...



But make them and make them with speed!

TAKE RISK...



AHIGHER STANDARD AT MWG...

Embrace it for others will follow!



ALL THE ABOVE, PLUS...



RULE

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

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



Che

PENALTY OF LEADERSHIP

THE PENALTY OF LEAD

"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

work becomes a standard for the whole world, it also becomes a target for the shafts of the envious few. If his work be merely mediocre, he will be left severely alone—if he achieve a masterpiece, it will set a million tongues a-wagging. ¶Jealousy does not protrude its forked tongue at the artist who produces a commor 'ace painting. Whatsoever you write, or paint, or play, or sing, or bund, no one will strive to surpass, or to slander you, unless your work be stamped with the seal of genius. Long, long after a great work or a good work has been done, those who are disappointed or envious continue to cry out that it can not be done. Spiteful little voices in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius. Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had dethroned and displaced argued angrily that he was no musician at all. The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to the river banks to see his boat steam by. The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership. Failing to equal or to excel, the follower seeks to depreciate and to destroy—but only confirms once more the superiority of that which he strives to supplant. There is nothing new in this. It is as old as the world and as old as the human passions—envy, fear, greed, ambition, and the desire to surpass. And it all avails nothing. If the leader truly leads, he remains—the leader. Master-poet, master-painter, masterworkman, each in his turn is assailed, and each holds his laurels through the ages. That which is good or great makes itself known, no matter how loud the clamor of denial. That which deserves to live-lives.



THANK YOU