

Achieving Financial Goals

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Achieving Financial Success

COMPETITIVE
STRATEGY

+

EXECUTION
CULTURE

= SUCCESS!



Competitive Strategy

- How you will Compete
- Specific Definition of Financial Goal
- Core Products
- Geography of Focus
- Value Proposition
 - Differentiation or
 - Low Cost



Leadership

Drive Alignment and Execution Across Enterprise

- Core Values and Principles
- Competitive Strategy
- Strategic Thrusts
- Division/Plant Goals
- Personal Goals



Execution Culture

- **Best People**
- **Aligned with Values and Strategy**
- **Scorecard of Metrics**
- **Accountability/Responsibility**
- **Rewards/Consequences**



Execution Culture

