

4 STEPS TO ACHIEVING A SUCCESSFUL ORGANIZATION

STEP 1

DEFINITIVE VISION STATEMENT

(Values)

Invest energy in defining:

- ◆ The distilled essence of the organization's reason for being
- ◆ Implies its USP, positioning, goals, policies

STEP 2

CORPORATE CULTURE

(Shared Values)

The mission is carried out through the culture:

- ◆ Demonstrated by role models & heroes
- ◆ Reinforced by rituals & stories
- ◆ The source of teamwork, morale & productivity

STEP 3

POSITIVE PUBLIC RELATIONSHIPS

(Expressed Values)

The corporate culture lets the organization speak with One Clear Voice to penetrate the changing & competitive environment by building positive public relationships

- ◆ More than marketing or communication
- ◆ The source of loyalty, credibility & trust

STEP 4

REPUTATION

(Understood Values)

Over time the relationships build a positive reputation

- ◆ Generates latent readiness to like, accept, trust & believe
- ◆ A serendipitous, self-powering force that lies at the core of all human interface
- ◆ Epitomized in the old Squibb motto, "The priceless ingredient of every product is the honor & integrity of its maker."