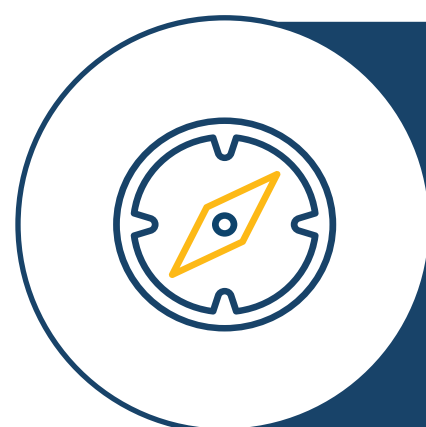


# Long Term Value Generation As A Science Of Business Success

*Value-generating entrepreneurial businesses apply these principles consistently over the long term.*



## Vision

Determining where and how the firm can facilitate the generation of the greatest long-term value.



## Virtue & Talents

Helping ensure that people with the right values, skills and capabilities are hired, retained and developed.



## Knowledge Processes

Creating, acquiring and applying relevant knowledge and measuring and tracking profitability.



## Decision Rights

Ensuring the right people are in the right roles with the right authorities to make decisions and holding them accountable.



## Incentives

Rewarding people according to the value they create for the firm.

Adapted from *The Science Of Success*, John Wiley And Sons 2007.



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