

# THE INGREDIENTS FOR AN OPTIMAL BUSINESS

## CUSTOMERS

Choose the customers you want to serve and then ensure you know everything about them to align your entire product offering for them.

## VISION

Have an inspiring vision which describes what your customers will experience once you have completed your offering to them.

## STRATEGY

To achieve your vision you need to have a strategy to ensure your efforts are intelligently selected.

## PEOPLE

To achieve your strategy, you need the right people on the team. Therefore you need **LEADERS** and **EMPLOYEES** that can perform at a high level.

## MAKE IT EASY

Now that you have the plan, make it easy for the people to perform their roles. Provide them complete **AUTOMATION** and **SIMPLE PROCESSES**.

## ENVIRONMENT

The environment people operate in impacts their performance, so make it a great one in context of **CULTURE, COMMUNICATION, COLLABORATION, INNOVATION & GOVERNANCE**.

## EXECUTE

With the right environment and people in place; execution effectiveness should be of focus and implementation capabilities should be improved at all times.

## MEASURE

The willingness and ability to measure everything in the business secures your position as an optimal business. Therefore manage **DATA** and have visibility of **INFORMATION** at all times.