



## PUT THE BUSINESS FIRST

**“ I prioritize company-wide objectives to maximize our profitability. ”**

**GUIDELINE**

# WHY IT MATTERS

**I PRIORITIZE COMPANY-WIDE OBJECTIVES TO MAXIMIZE OUR PROFITABILITY**

## Key Benefits

- ☒ We're proud of delivering what's best for the business
- ☒ We know where to focus our attention and resources
- ☒ We win more business and increase our revenues
- ☒ We make decisions that save time and increase profits
- ☒ We enjoy working and collaborating with other teams

# WHAT IT MEANS

**I PRIORITIZE COMPANY-WIDE OBJECTIVES TO MAXIMIZE OUR PROFITABILITY**

## **As a Manager**

I ensure my team prioritizes the highest value solutions for the business. I help them resolve difficult trade-offs and step beyond their role.

## **As a Team Member**

I choose solutions that deliver the most value to the business. I go beyond my role to get the facts and resources needed for success.

# DO'S



Align and agree on top business priorities.



Allocate resources based on top value to the business.



Make company-level trade-offs explicit.



Focus most of your time on prioritized projects.

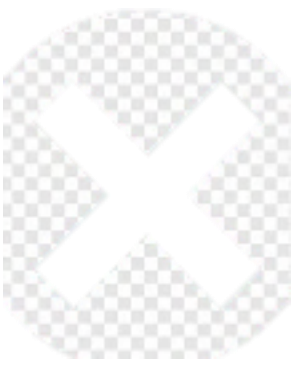


Be transparent about what you will deliver by when.

# DON'TS



Assume everyone agrees on top-priority projects.



Settle for lower goals than needed. Find solutions!



Make staffing decisions without discussing consequences.



Spend time and resources on lower-priority projects.



Waste time! Ask for the data and resources you need to deliver.