



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.

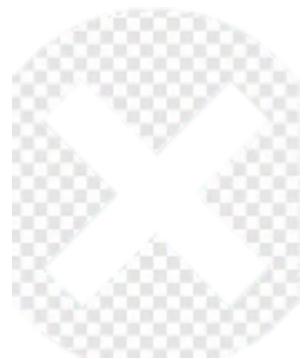


Be transparent about what you will deliver by when.

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.