IN PRO SPORTS COMPETING SN'T ENOUGH.

YOUNEED TO DOMINATE,
THEY SAY

WHY DON'T WE HAVE THAT ATTITUDE IN BUSINESS?

WE TALK ABOUT COMPETITIVE ADVANTAGE BUT WHY DON'T WE SPEAK ABOUT OUR INDUSTRY DOMINATION ADVANTAGE?

PERHAPS WE ARE SCARED BECAUSE IT SOUNDS TOO AGGRESSIVE OR PERHAPS WE DON'T KNOW HOW TO ACHIEVE IT?

BUT DOMINATE DOES NOT MEAN AGGRESSION. IT MEANS EXCELLENCE.

IN ALL THAT WE DO.

IS YOUR ORGANIZATION EXCELLENT IN ALL THAT IT DOES?

IT CANNOT JUST BE IN ONE THING OR TWO THINGS BUT ALL THINGS.

WHAT IT TAKES TO BE EXCELLENT IN ALL THINGS:

LEADERSHIP **VISION PASSION VALUES** RESOURCES **TEAMWORK** DETERMINATION COURAGE HARD WORK **SACRIFICE**

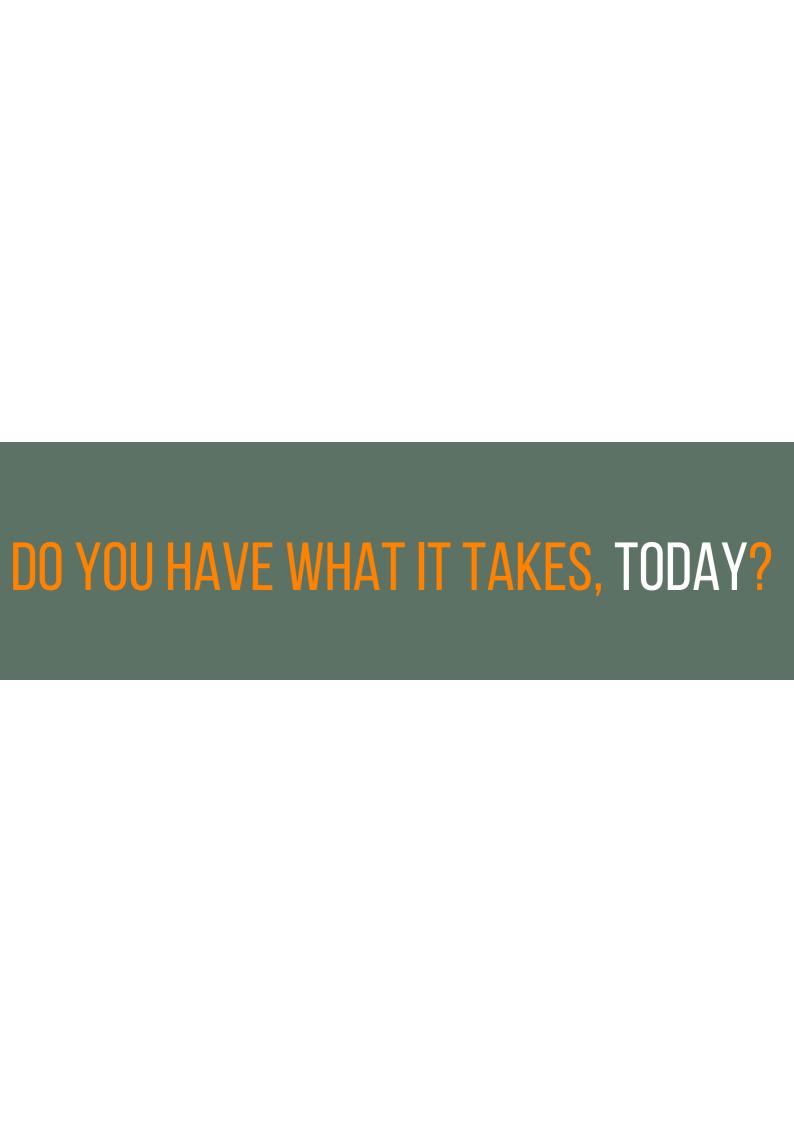


AS AN OLYMPIC LEVEL ATHLETE I KNEW WHAT IT TOOK TO BE DOMINANT IN ALL THINGS.

AND I ALSO KNOW THE AMAZING JOY, REWARD AND SATISFACTION THAT LEVEL OF FOCUS AND DETERMINATION BRINGS

REMEMBER

THE ENEMY OF GREAT IS GOOD ENOUGH



LET'S DO SOMETHING AWESOME TOGETHER

Disrupt Your Limits.®

NOTHING TO LOSE. EVERYTHING TO GAIN.

Book a free 30 minute confidential consultation with me about our Culture Change Programmes to install Excellence: www.nstratagem.com/contact

Request a proposal.

Email: normmurray@nStratagem.com WhatsApp (UK): +44(0)7522260195 nStratagem.com

