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**(Mr. Maynard Kessler PhD)**



## COMPETING TO WIN: LESSONS LEARNED FOR REACHING THE NEXT LEVEL OF ORGANIZATIONAL PERFORMANCE (THE WISDOM CHRONICLES) (VOLUME 1)

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Technics Publications. Paperback. Condition: New. 164 pages. Dimensions: 9.0in. x 6.0in. x 0.4in. What does it take to build and maintain a truly enduring and continuously successful business - one that stands the test of time, turbulence and change and despite all that has continued to set the standard for performance and excellence by which other organizations are measured What really makes your organization unique What really distinguishes us in the minds of our customers or other key stakeholders - makes us stand out in a way that motivates customers to want to do business or have a relationship with us rather than a competitor What are those most important factors which form the foundation of that uniqueness and our competitiveness as an organization Have you and your leadership team described your business model in a clear and understandable manner that any employee could grasp Have you examined each component of that business model to identify the value it adds to the long-term future success of your business This includes the leadership team itself, culture, values, beliefs, core shared purpose, renewal (integration of innovation, adaptation and learning), principles of engagement (sustainability, governance, corporate social responsibility), and vision. What are your conclusions What actions should you now take These questions and over 150 more equally stimulating and change-provoking questions are raised and explored within this concise text. As senior executives, you always have many areas where you can focus your attention - paths along which you can guide your organization to enable it to ultimately reach its full competitive potential. Guide your organization to its competitive potential by answering the questions within this text and by applying Dr. Ted Marras approach to developing a working business model and crystal clear vision. Dr. Ted Marra has lived and worked in 37 countries during...

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