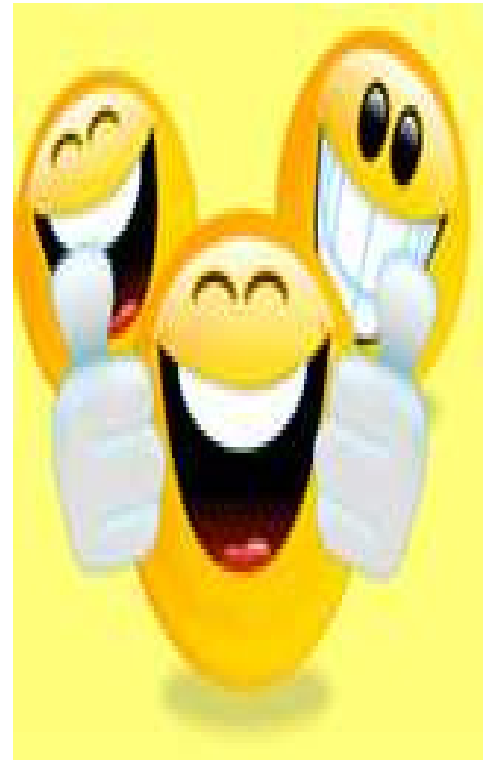




# THE SECRET TO BUSINESS EXCELLENCE

## ISSUE

- John Spence has posted an essay about Achieving Business Excellence .
- In it, Spence argues that there are six things all excellent businesses have in common:
  1. **Vivid** vision, well **articulated**.
  2. The best people, who also **collaborate** well.
  3. A performance-oriented culture, with no tolerance for the **mediocre**.
  4. **Robust**, honest communications, both internally and externally.
  5. A sense of **urgency**.
  6. Extreme customer focus.
- So similar to the six key characteristics of outstanding leaders.
- It is **inevitable** that outstanding companies will reflect similar characteristics with outstanding leaders.



## Vocabulary

1. Vivid
2. Articulated
3. Collaborate
4. Mediocre
5. Robust
6. Urgency
7. Inevitable



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## Word Application

- |   |                  |
|---|------------------|
| 1. I didn't understand the lecture today. The explanation wasn't _____.                                   | 1. Collaborating |
| 2. Jim goes to Gym everyday that's why he is so fit. And he eats healthy food to. He is such a _____ guy! | 2. Robust        |
| 3. Death is _____.  | 3. Vivid         |
| 4. What do you think about the product? It's a _____. Let's find some good ones.                          | 4. Mediocre      |
| 5. Politicians are always competing against each other instead of _____ to improve our economic status!   | 5. Inevitable    |

## Express Yourself

1. In your own opinion , what do you think is the secret to a successful business?
2. Have you experienced failure in life? How did you deal with it?
3. Do you think it's better to give up after falling down thrice?