



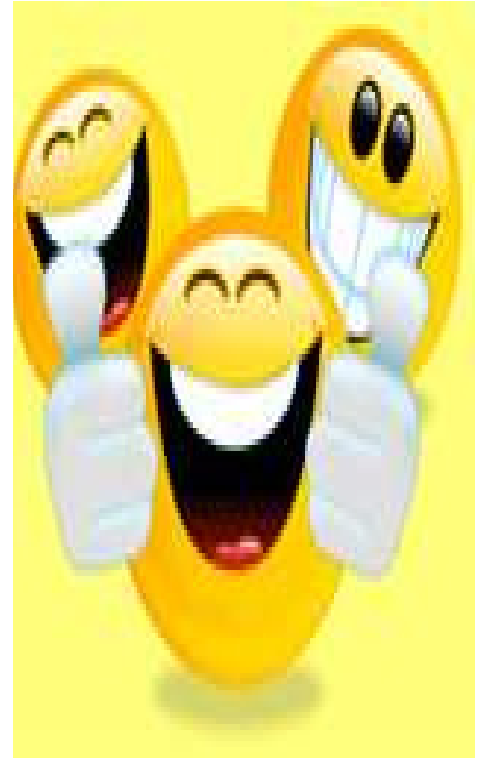
# THE SECRET TO BUSINESS EXCELLENCE

## 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

vivid	articulated
collaborate	mediocre
robust	urgency
inevitable	



# THE SECRET TO BUSINESS EXCELLENCE

## Word Application

- |  |                  |
|--|------------------|
| 1. I didn't understand the lecture today. The explanation wasn't _____.                                    | 1. Collaborating |
| 2. Jim goes to the gym everyday that's why he is so fit and eats healthy food too. 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    |

## LET'S TALK

- 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?