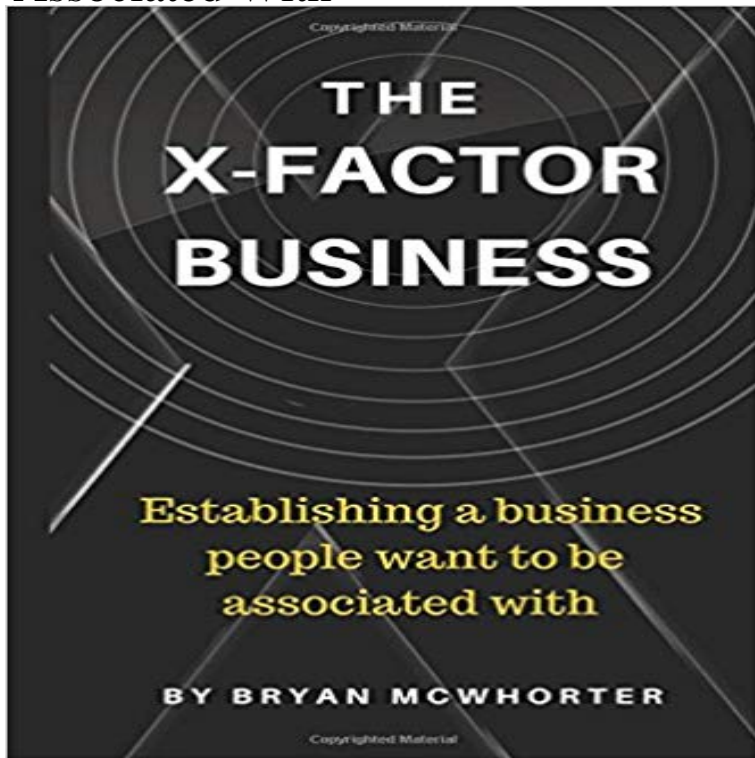


The X-Factor Business: Establishing a Business People Want to be Associated With



Today's businesses must engage employees and excite customers, building loyalty. The author outlines a simple approach for taking a shared vision and using it to create a sense of urgency. We need crystal clarity in all that we do. We want our business to be self-regulating, self-monitoring and self-correcting. People throughout the organization are then free for the more creative pursuits of continuous improvement. The X Factor Business takes advantage of productivity tools to streamline all efforts. The goal is to eliminate non-value added activities and focus all efforts on a critical few set of goals. Follow the 6-step process outlined for creating a robust business.

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