

The Top Ten Drivers of Success in 2010



ENVIRONICS/LIPKIN
RESEARCHED MOTIVATION & PERSUASION

1.

**It's about
Preeminence:
Be The Best or
Be Forgotten**

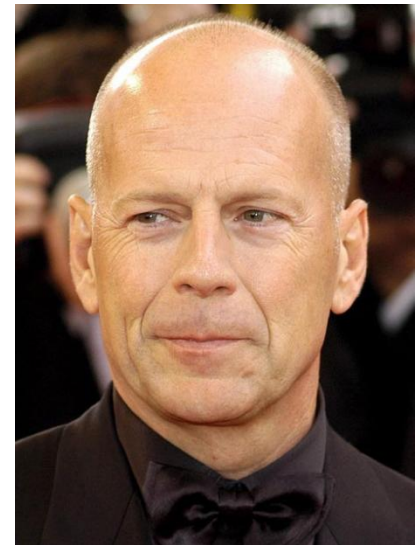




2.
It's about
Discipline:
Focus on the
Fundamentals

3.

It's about the Customer Experience: Differentiate or Die



4.

**It's about Execution:
Accelerate, Don't Predict**



5.

**It's about Simplicity:
Response-ability,
not Bureaucracy**



6.
It's about
Constraint:
Do More
With Less



7.

**It's about
Authenticity:
Be Real or
Be Ridiculed**



8.
It's about
Individual
Ingenuity:
Every Person
Makes the
Difference



**9.
It's
about
Interdependence:
United, We Win;
Divided, We Lose**



10.

**It's about
Daily Renewal:
Fly Light,
or Sink Heavy**

