

CONCEPT	IN SEARCH OF EXCELLENCE	BUILT TO LAST	7 HABITS	CAUTIONARY DWARF
Take action	Bias for action	Try a lot of stuff, and keep what works	Be proactive	Sleepy
Focus on the customer	Close to the customer	Good enough, never is	Seek first to understand	Bashful
Have a mission	Autonomy and entrepreneurship	Big, hairy audacious goals	Begin with the end of mind	Dopey
Be who you are	Stick to the knitting	Preserve the core, stimulate progress	Put first things first	Grumpy
Believe in your team	Productivity through people	Cult-like cultures	Synergize	Doc
Work on yourself	Simple form, lean staff	Home-grown management	Sharpen the saw	Happy
It's not about the money	Hands-on, value-driven	More than profits	Think win-win	Sneezy