



ORDER QUALIFIERS - ORDER WINNERS - FORECASTED WINNERS

..... Today ▶ Future ▶

Order Qualifiers

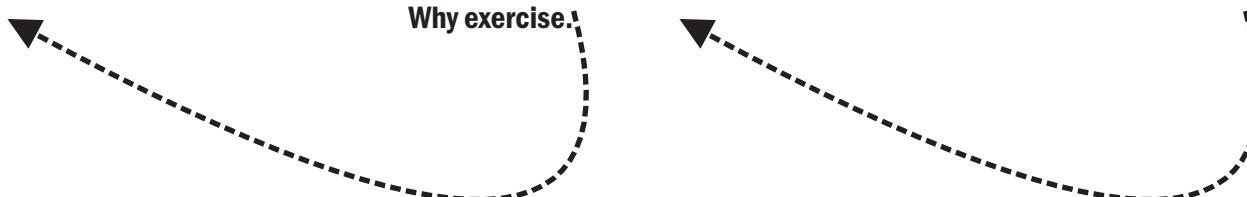
Order Qualifiers are those attributes you (individual, group, organization) possess that allow you to compete. Without Qualifiers, there is no way you can play. Qualifiers can be assets, technology, personnel, etc. Qualifiers can also be represented by levels. Small firm vs large firm, competing for front line manager vs mid level manager, etc.

Order Winners

Order Winners are those distinguishing elements that allow you to win when in competition. They don't have to be unique to you but unique to the situation. They also can be unique to the industry. When decisions are made, Winners stand out. Patented product, faster processing, more warehouses, debt to equity ratio, transit time, security, etc. Order Winners also become part of the 5 Reasons Why exercise.

Forecasted Winners

Forecasted Winners are what you project to be future Winners. Everyone is always thinking about the Order Winners but great leaders look multiple steps ahead to gain a longer lasting Winner and one that differentiates one in the market. Requires all the skills of an ET Leader.



Order Winners eventually become Order Qualifiers as others catch up. This may mean patents run out, others can duplicate a process or lessons are learned. You must always be looking to generate Order Winners.

Forecasted Winners are converted into projects that become Order Winners for sustainable periods of time.

