TOTAL IMAGES ARE NOT RESULTS ALONE!

1965

OTHER IMAGE
BUILDERS
"JOB IS VERY DIFFICULT"

"He is very sharp - understands his job well"

"He is very open minded, gets and uses what is new"
Each man "feels" that his total image is vital.

EYES OF MANS SUPERIOR

OTHER
MEN'S
IMAGES

MANS TOTAL IMAGE AS SEEN BY HIS MANAGER OR BOSS
Loss of Image

Results are increased -
but he has suffered a vital loss
in his overall image.

A process that has existed 4 years, that he did not find.

New idea "that he old have thought of years ago - but didn't" it improves the product and saves $2,000/yr.

An old idea that he opposed that now eliminates $100,000/yr cost each year.

Why?
Management concepts in task of securing lower costs

20 more

3. Will initially seem strange, or perhaps irrelevant, or perhaps untrue.

9. Will be recognized as truisms, but their deep importance in the task of lowering preventing costs will not necessarily be recognized.

5. Will be deeply understood, but not necessarily in this frame of usefulness.

3. You use in your leadership processes. They will be here listed to emphasize their importance in this task.

2. You have already understood, used and generalized but they also need a focus here.