



THE GREAT GAME OF BUSINESS

Chapter 6: Setting Standards

I-35 Mississippi River Bridge

(aka Bridge 9340)

Minneapolis, Minnesota







WHAT ARE STANDARDS?



Executive Summary:

Jack Stack talks about the importance of setting standards, and how to do so in the correct way so it brings profitability/success.

WHO IS RESPONSIBLE FOR SETTING THE STANDARDS?





3 THINGS TO REMEMBER

1. Set the Standard
2. Make it Interesting
3. **Never Stop** Setting Standards



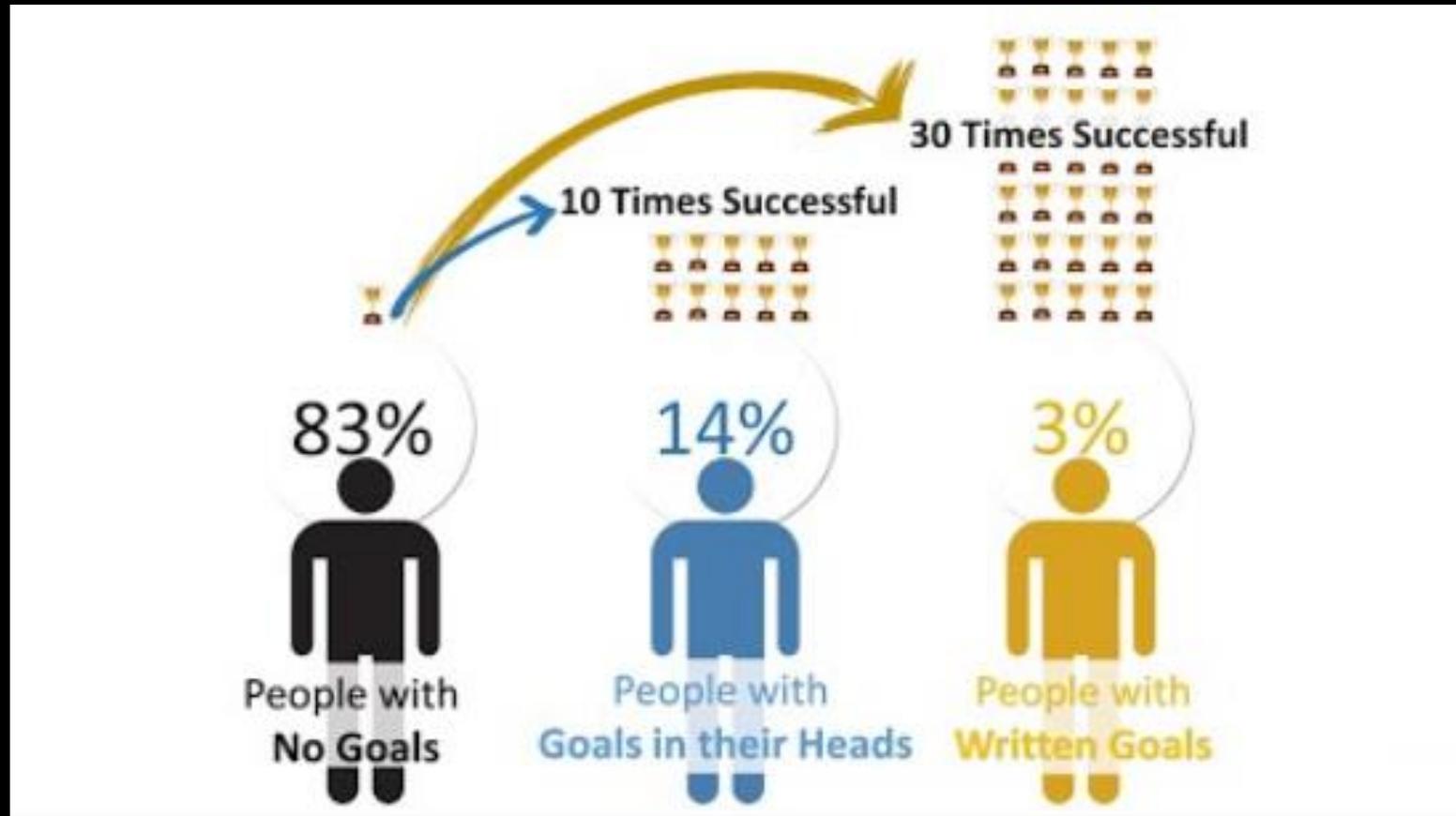
1. SET THE STANDARD

- Chose a category, pick a target and go after it!

2. MAKE IT INTERESTING

- Tell the who, what, when, where and why behind the numbers.
- Bring the numbers alive/tell a story.

3. NEVER STOP SETTING STANDARDS



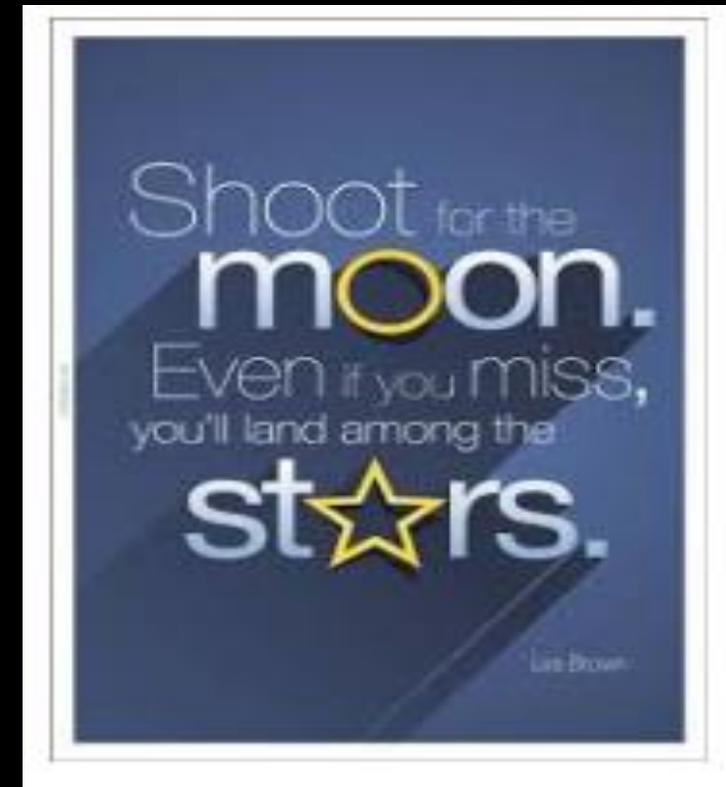
A FEW THINGS TO KEEP IN MIND:

- *Re-evaluate your standards occasionally*
- *Don't forget the human factor*
- *Study successful companies*

*“Don't tell me why we can't.
Tell me how we can”*

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GO GET 'EM!

