



GMC GUIDE TO - **NO**

CHALLENGE	DISCIPLINE	PHILOSOPHY
1: Does it add value to customers? & differentiate us	Proposition	We exist because of customers Does this drive us?
2: Does it make money?	Cost structure	Investment decisions Our money and false economies
3: Does it fit our business model? Can we outsource it?	Business Model	Are we working smart?
4: Are we having fun? Does it fit our culture?	Working in the Zone Culture	Living and managing by brand & culture
5: Does it fit our master plan?	Strategy	Are we focused on one goal Is it a diversion?
6: Challenge me: Is it time to rethink the plan? Does it make good business sense?	Governance	Do we have a reference point and high performance coaches?

IS IT SUCCINCT & WILL IT PASS THE NO BULL-SHIT TEST?

