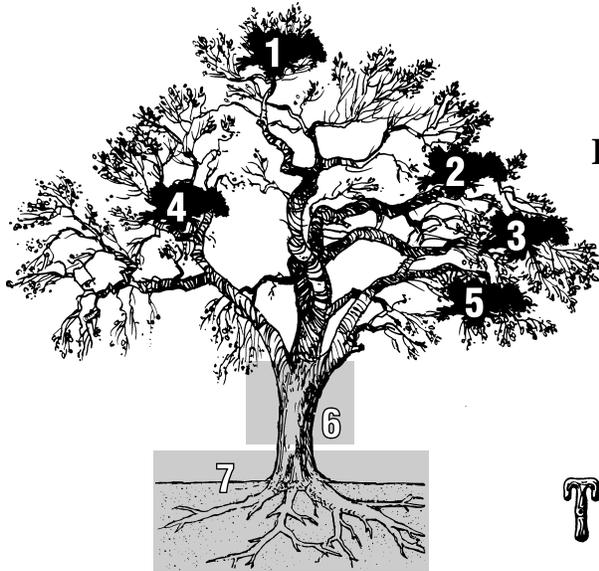


Components of a Business-Organization

(with their percentages per role-function-activity)



Branch 1. The business you're in (10%)

- * Rendering the service, manufacturing the products (5%)
- * Professional abilities, specialties, skills, expertise (5%)

Branch 2. Running the business (14%)

- * Administrative practices, procedures, operations, structure, review (4%)
- * Physical plant (3%)
- * Technologies (1%)
- * Equipment, supplies, systems (2%)
- * Distribution (4%)

THE BUSINESS TREE™

Branch 3. Financial (10%)

- * Cash flow, forecasting, budgeting, trends (4%)
- * Equity and debt financing (1%)
- * Accounting and record keeping (4%)
- * Banking and investing (1%)

Branch 4. People (28%)

- * Recruiting, hiring and supervision (5%)
- * Human resources management (3%)
- * Empowerment, team building (7%)
- * Training, incentives, involvement (10%)
- * Professional-executive development (3%)

Branch 5. Business development (23%)

- * Corporate imaging (4%)
- * Perceptions and realities (1%)
- * Marketing (5%)
- * Sales (7%)
- * Promotional techniques, strategies (2%)
- * Tactical reviews, modifications (2%)
- * Marketplace sensitivities, adaptabilities (2%)

Category 6 (trunk). Body of Knowledge (8%)

Category 7 (roots). The Big Picture (7%)