

WHAT **DRIVES** YOU TO EXCEL?

MODULE **D**

Based on the B.R.A.N.D. System™

## The WHY Exercise

This is your "Good Mattress"

IS IMPORTANT **TO ME** BECAUSE

AND

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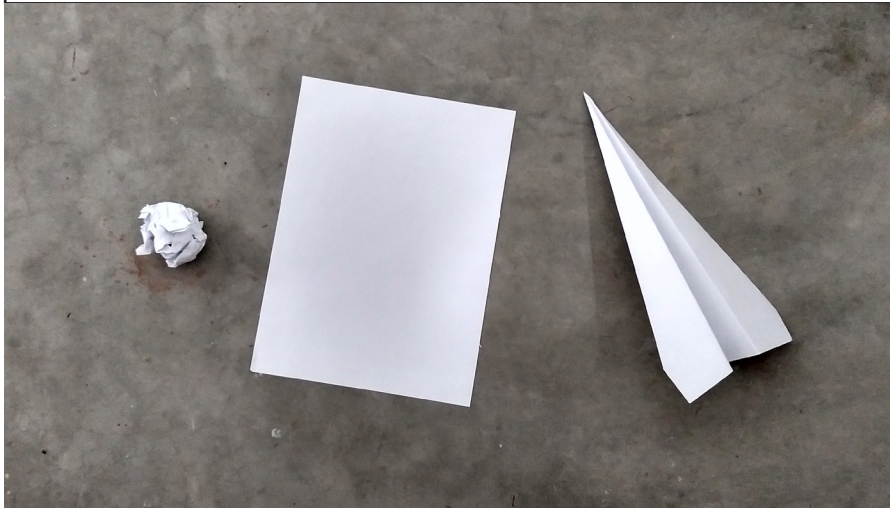
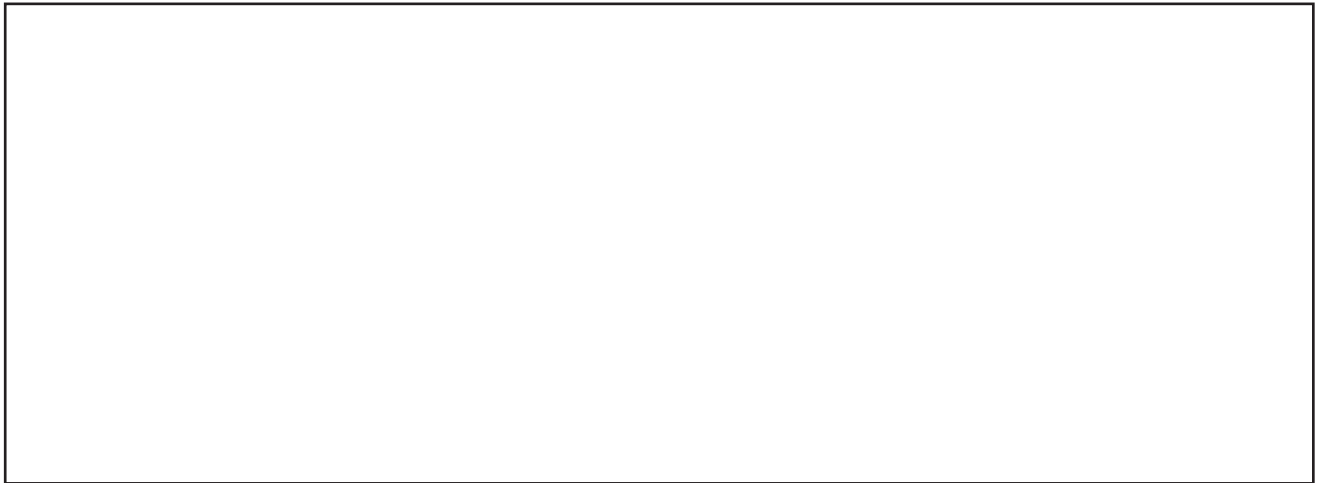
IS IMPORTANT **TO ME** BECAUSE

THEREFORE,  
I AM **DRIVEN** BY...

This set of **core values** will keep your eyes on your **drive for excellence**, which is a compass pointing you to the **true north**.



## How can OATECA measure their success using their core values?



Which will go further when thrown; the crumpled piece of paper or a paper plane?

*How you throw the crumpled paper and the paper plane is dependent on whether your goal is a destination or distance. How you run your business and lead your team is dependent on whether your value is in profit or impact.*

### REFLECT

List your personal core values that aligned with that of your company.

How can you measure the success of your company using those core values?