



- Their overall organizational strategy is to be the best at what they do and to create value for their stakeholders.
- Their 5 priorities are to:
  - Produce products and services that the customers need.
  - Provide those products and services to the marketplace faster than the competition.
  - Provide a level of quality appreciated by their customers.
  - Provide their products and services at an acceptable price.
  - Create value for their stakeholders.
- Their operating strategy is built on the concept of an evolving ecosystem.
- They are focused on the longevity of the organization and its overall effectiveness through a mindset of continuous improvement at all levels.