

BRIAN MCKAY & JESSICA BAKER

THE HUMAN SIDE OF BUILDING A SUCCESSFUL BUSINESS



**KNOW
YOUR
WHY**

**P
U
R
P
O
S
E**



KNOW
WHO
YOU
ARE



MIND OF A CHAMPION

Passionate
Dedicated
Coachable

Accountable
Empowered

SPIRIT OF A WARRIOR

Integrity
Honor
Unwavering
Resolve

Respect
Pride

HEART OF A SERVANT

Compassion
Humility

Empathy
Selflessness

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T
Y

KNOWLEDGE

11 + 14 + 15 + 23 + 12 + 5 + 4 + 7 + 5 = 96%

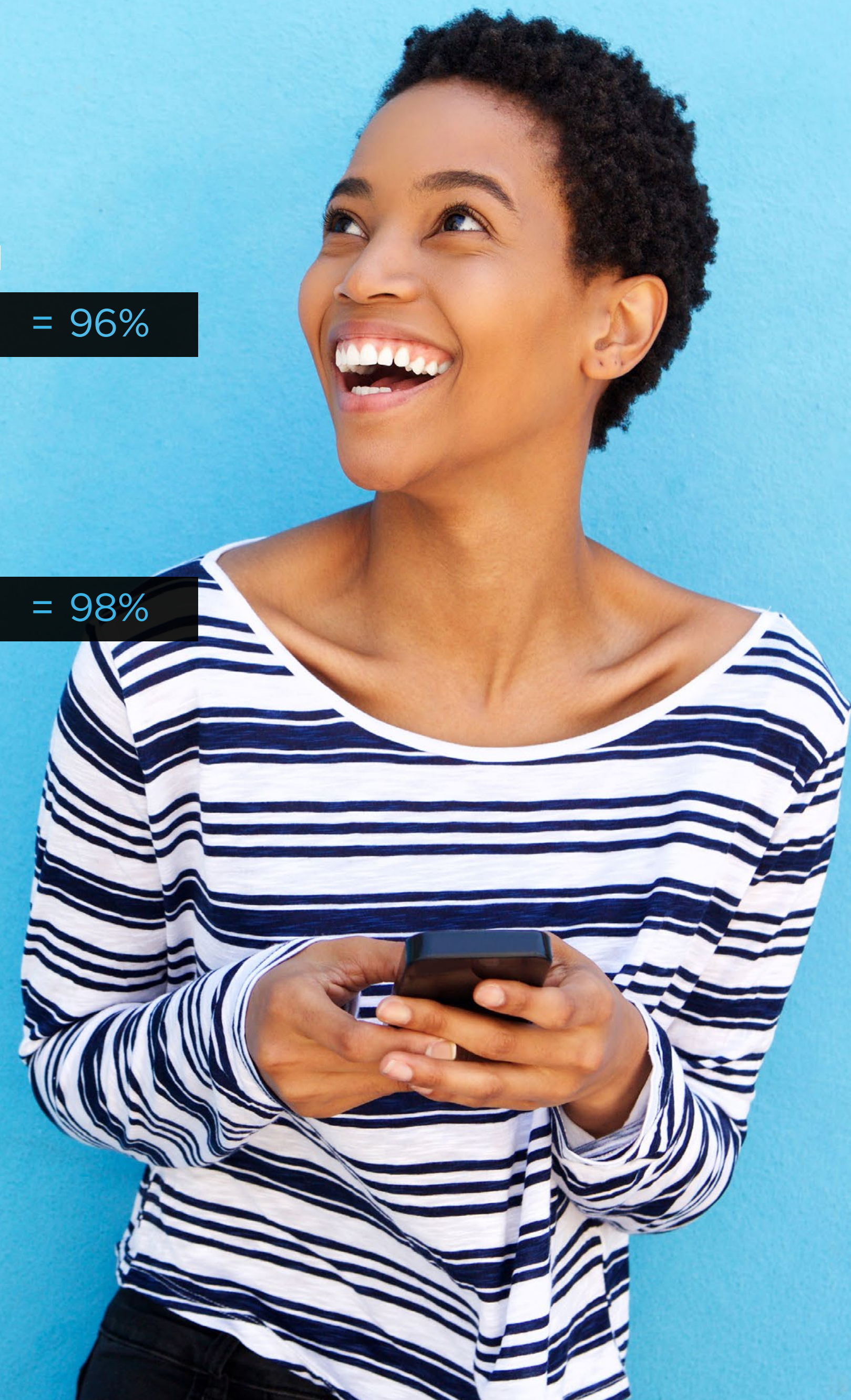
HARD WORK

8 + 1 + 18 + 4 + 23 + 15 + 18 + 11 = 98%

BOTH ARE IMPORTANT, BUT FALL JUST SHORT OF 100%. BUT:

ATTITUDE

1 + 20 + 20 + 9 + 20 + 21 + 4 + 5 = 100%



H
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**KNOW
WHAT
YOU
EXPECT**



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**INSPECT
WHAT
YOU
EXPECT**

**E
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LISTEN
TO YOUR
PEOPLE



COMMUNICATE COMPANY VISION & GOALS



S
U
C
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**SERVE
THE
WHOLE
EMPLOYEE**



C
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BUILDING A SUCCESSFUL BUSINESS

QUESTIONS & COMMENTS



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