



Maximum PIE - Winning in Business



***Happily Maximizing Profit in a Small or
Medium-Sized Company***



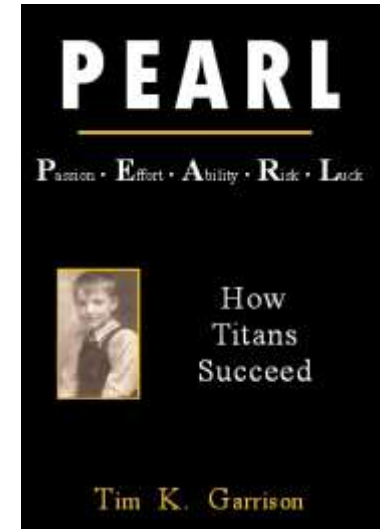
Copyright, 2017, Tim K. Garrison
www.TimKGarrison.com
timg@TimKGarrison.com
360-708-1865



Sources

The source material for this presentation comes from:

- * My 5th book, P.E.A.R.L., which includes a bibliography of 60+ books on success.
- * Success consulting with 30+ companies, including national and international work with True North Development, a Detroit-based global lean consultant.
- * Battle grime from starting up and running successful construction, consulting, and software companies.
- * Images are by the author or from the internet in accordance with Title 17, U.S. Code, U.S. Copyright Law, 1976.



Maximum PIE - Winning in Business.
Happily Maximizing Profit in a Small or Medium-Sized Company
 Copyright 2017, Tim K. Garrison. All rights reserved

Chapter	Slide	Topic
Front Cover	1	Maximum PIE - Winning in Business
	2	Sources
	3	Table of contents
1	4	Defining the Problem
	5	Winning and losing
	10	Profit
	15	Probability theory, Success Quotient "SQ"
	21	Get help, Deming
	23	A company's report card
	25	Management's ugly baby
2	26	Leadership
	27	Excellent leadership defined
	32	Example - Seattle Mariners
	34	Leaders / followers - roles
	36	Bad leader
	37	Everyone required - constancy of purpose
	41	People first - morale
	42	Money as a motivator
	43	Bonuses and profit sharing
	45	Non-monetary morale boosters
	46	2 for 1 attaboy rule
	47	Effective communication
3	52	The Right People
	53	Who's in charge - Org Chart
	55	Right people on the bus
	58	True colors
	60	Be coachable
	61	Disposition - be happy
	62	Teaching, mentoring - teach, teach, teach
4.0	68	Culture
	69	Culture defined
	73	Core Values
	75	TQI Culture defined
	76	Core Values to Culture
	78	Habits

Chapter	Slide	Topic
4.1	81	TQI Culture - Team
	82	Team First
	86	Bad Teammate
	89	Team Compatibility
	93	Likeability
	95	Team Management
4.2	96	TQI Culture - Quality
	97	Quality - Deming
	99	Mediocre vs. Great
	100	Consistency
	105	Mistakes
	107	Know your systems
	111	Avoid mistakes
	112	A+ Quality
4.3	115	Integrity
	116	Integrity defined
	118	Integrity vs. happiness
	119	Corruption
	121	Trust
	122	Marketing integrity
5	124	Maximize Income
	125	Maximum PIE defined
	126	A thousand little cracks
	129	Opportunity cost
	130	Mind the beans
	134	Maximize vs. minimize
	135	Price point
	139	Getting paid
	143	Being fast
	147	Templates
6	149	Minimize Expense
	150	Lean
	155	Wasted trips
	158	Minimize dumpsters
	160	Human efficiency

Chapter	Slide	Topic
7	162	Marketing
	163	Marketing defined
	166	Getting found
	168	Purchasing decision
	169	Trust in brand
	170	Trust - relationships
	174	Marketing cost
	175	Give it away
	177	Memorable?
	178	Be likeable
	179	Communicate
	180	Exceed expectations
	181	Solve problems don't make them
	182	Quality and integrity
	183	Marketing, who?
	184	Brand defined
	187	Brand destruction
	189	Brand importance
	191	Our marketing?
8	192	Change
	193	Making Changes
	195	Change roadblocks
	196	Change is a mindset
	197	Find your motivation
	198	Company vs individual motivation
	199	Failure is necessary
	200	Sh*tty First Drafts
	201	Evaluate and adjust
	204	It's not so simple
	206	It's not so quick
	208	Making it stick
	210	Who's the champion?
Back Cover	211	Closing - Thank you!

Part 4.3



TQI Culture - Integrity

Copy

Integrity

TQI = Team. Quality. Integrity.

The third aspect of our **TQI** culture is **Integrity**.



What is your definition of integrity?

Integrity

TQI = Team. Quality. Integrity.

My take: If you distill all of humankind's righteous character traits into a shot glass, the golden, heady liqueur shimmering therein would be integrity.

R I G H T E O U S
H O N O R A B L E
T R U T H F U L
B L A M E L E S S
G R A C E F U L
U P R I G H T
D I S C I P L I N E D
F A I T H F U L
H O L Y

*Is happiness possible
without integrity?*

Integrity vs Happiness

TQI = Team. Quality. Integrity.

I believe that for 99.9% of people, happiness requires integrity. The more integrity you have the happier you can be. The less, the less.

** Think of the happiest person you know. How is their integrity?*

** Think of the most corrupt person you know. How is their happiness?*

INTEGRITY
IS DOING THE
RIGHT THING.
EVEN WHEN
NO ONE IS
WATCHING.

C.S. LEWIS

Corruption

TQI = Team. Quality. Integrity.

Without integrity, no company will last.

Corruption, the opposite of integrity, is like a parasite that slowly gnaws away until no structure is left. Without integrity, it's not a question of if, it's of when your house will crumble.



Das Auto Fraud.

What specific things happen when we lie, cheat, or steal?

Corruption

TQI = Team. Quality. Integrity.

Integrity failure:

- * Wrecks relationships.
- * Invites lawsuits.
- * Loses clients, now and in the future. Causes bad reviews online.
- * Makes you toxic to banks and other institutions that you need.



- *What is the most important factor in purchasing decisions?*
- *... hiring decisions?*

Trust

TQI = Team. Quality. Integrity.

Trust is the number one criteria in purchasing and hiring:

- * Product
- * People
- * Company.

If we have integrity, we are trustworthy.

Remember, we always want to *set* the industry standard.

How do people know we've got integrity?



Marketing Integrity

TQI = Team. Quality. Integrity.

People find out about a company's integrity in a couple of ways:

- Based on their personal experience.
- What they hear from others, i.e. word of mouth; on-line reviews.

Integrity is something you *show* rather than *tell*.

** When someone brags about how honest they are, do you believe them?*

** When someone brags about how honest someone else is, do you believe that?*



Marketing Integrity

TQI = Team. Quality. Integrity.

It's difficult to **directly** market integrity.

But it's easy to indirectly market it. Just do the right thing *every single time*.
People *will* notice and tell others.

Integrity



The World is watching