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Model for building a sustainable culture of organizational excellence.

- 1. Respect every individual
- 2. Lead with humility
- 3. Seek perfection
- 4. Assure quality at the source
- 5. Flow and pull value
- 6. Embrace scientific thinking
- 7. Focus on process
- 8. Think systemically
- 9. Create constancy of purpose
- 10. Create value for the customer