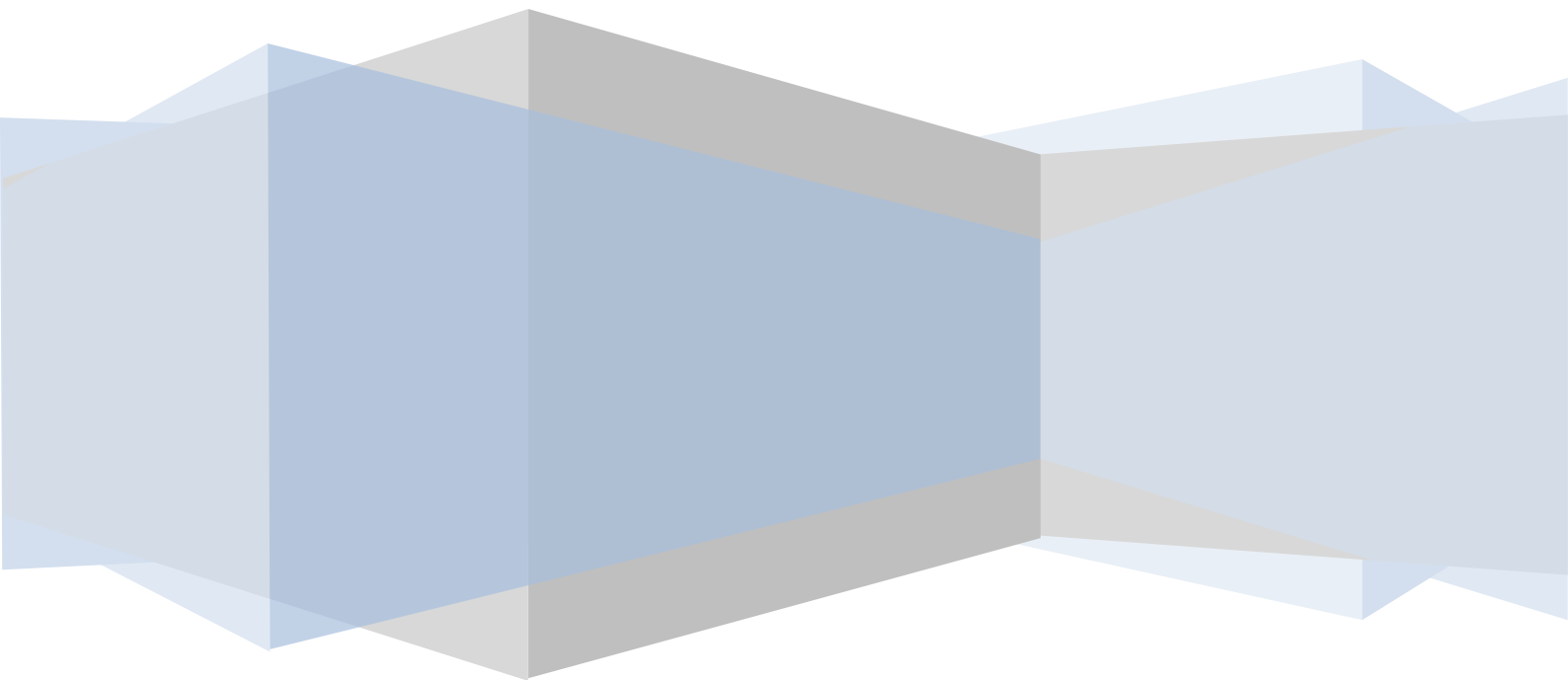


The Inner Coach

Three Different Management Cultures

Keith Collins



A Financially Driven Culture

I am Financially Driven for the benefit of my stakeholders.

I am driven to make a financial profit.

My financially driven company has a vision to make huge profits.

The purpose of my company is to make money.

My focus is on my financial budget.

I have a large marketing budget to replace the customers that I lose.

I have a large sales budget to train the staff to sell my product or service.

I am driven by a fear of scarcity and a need for plenty.

There is never enough profit produced, even when I achieve budget.

I am driven by my greed and a need for an extravagant lifestyle.

I cannot make too much money.

The more money that I make, the more powerful I believe that I am.

The customer is only right when they buy from me.

A Customer Driven Culture

I am Customer Driven for the benefit of the customer.

I know that the more satisfied the customer the more money I make.

I know that business success comes from a mutually beneficial transaction.

The customer pays an equal price for the value of their purchase.

Value for money is important.

Most of my business comes from customer referral.

I have a very low marketing budget.

Retaining customers is important to me.

I do not sell; I help my customers to buy in as many ways as possible.

I am driven by my vision of bringing value to the world.

I aim to please.

My happy customers endorse the value of my goods & services.

A customer's perspective is always right.

The customer's perspective of my business is important to me.

A Success Driven Culture

I am Success Driven for the benefit of my Self.

I am not driven to accomplish profit.

I am not driven to achieve value.

I am not driven to attain status.

I am not motivated to achieve, attain or accomplish any form of success.

I am empowered to succeed on my chosen path.

The purpose of my journey is my personal development & growth.

As I develop & grow on my path through life, I succeed.

My happiness at enjoying my journey is the measure of my success.

When I am happy with my success, I am no longer driven to succeed.

My need to succeed is a statement of my failure to succeed.

When I know that I have already succeeded, then I can experience my success.

My success is assured.

I just have to enjoy the journey.

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