# Value Discipline Chart

## **Operational Excellence**

Reliable products or services at competitive prices, delivered with minimal difficulty or inconvenience.

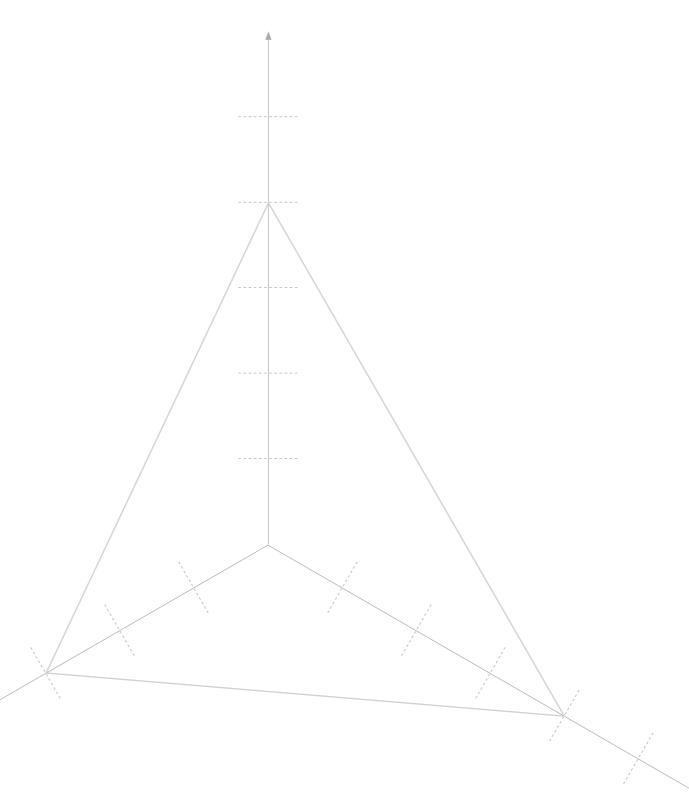
### **Product Leadership**

Leading-edge products or services that enhance the customer's use or application of the product making rivals obsolete.

#### **Customer Intimacy**

Targeting markets and tailoring the offering to match the demands of the customer.

#### **Operational Excellence**





**Product Leadership** 

**Customer Intimacy**