

OVER 100,000 SOLD

“READING *LOVE WORKS* WILL
TRANSFORM YOUR LIFE.”

KEVIN JENKINS,
FORMER CEO OF WORLD VISION INTERNATIONAL

Updated and
Expanded Edition
of the Leadership
Bestseller

LOVE WORKS.

SEVEN TIMELESS PRINCIPLES
FOR EFFECTIVE LEADERS

JOEL MANBY

25-year CEO, including SeaWorld and Saab

A PDF COMPANION TO THE AUDIOBOOK

CORPORATE TRUTH ON THE TABLE

NEW BUSINESS CRITERIA: NONNEGOTIABLE

	Concept 1		Concept 2	
Nonnegotiable	Yes	No	Yes	No
1. Supports our vision and mission.				
2. Will be #1 or #2 in its segment.				
3. Possesses a sustainable competitive advantage.				
4. Capable of achieving our agreed-upon financial metrics.				
5. We can execute effectively because we have the right people and/or the right partner.				

NEW BUSINESS CRITERIA: NEGOTIABLE

	Weight 1–10	Idea 1		Idea 2	
		Score	Total	Score	Total
1. We have the ability to exceed agreed-upon financial metrics.	10				
2. We can have the best possible location in a large market.	9				
3. It has low recurring capital reinvestment requirements.	7				
4. It is capable of leveraging a well-established brand or working synergistically with one or more of our other businesses.	8				
5. It has distinctive appeal to a large and profitable market segment and is highly repeatable.	10				
6. It is a business that takes advantage of our corporate strength and/or experience.	8				
7. Diversification—It isn't reliant on the same market factors as our current businesses.	5				
8. Up-front cash or debit requirements are within our limit.	6				
9. We can identify a capable and committed champion.	10				
10. The timing of the opportunity and related risk of losing the opportunity are appropriate.	5				
11. The level of HFE independence in opportunity vs. related dependence on third-party partner is justified.	8				
TOTALS					

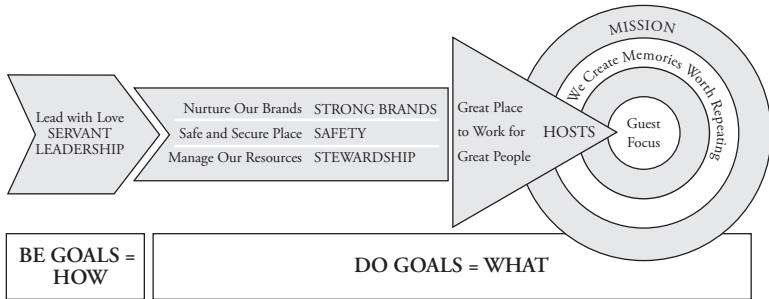
Weight: Each criteria evaluated for importance and prioritized on a scale of 1–10 (1 being of very little importance).

Scoring: Evaluate each concept against the criteria and assign it a score of 1–5 (1 being low).

Multiply the score times the weight to arrive at the total score for that criteria.

BE VERSUS DO

PERFORMANCE WITH A PURPOSE



VISION

We Bring Families Closer Together

All in a Manner Consistent with Christian Values and Ethics

MANAGEMENT EVALUATION MATRIX

