The Journey from Working IN Your Business to Working ON Your Business

- **Being an AGENT**
  - "I Do It"

- **Being a MANAGER**
  - "We Do It"

- **Being an OWNER**
  - "Others Do It"

- **IN**
  - Set and Do the Standards

- **IN**
  - Maintain Standards and Share the Doing

- **IN**
  - Accountability to Standards