



**Company Philosophy Drivers
Ranking the Relative Importance of Goals**

Rank order the following in terms of, in your opinion, the importance for your company.

Element	Rank	Comments
1. Profits		
2. Customer Satisfaction		
3. Employee Satisfaction		
4. Management Satisfaction		
5. Ownership Satisfaction		
6. Involvement in the Community		
7. Integrity/Honesty		
8. Long-term Growth		
9. Strong Investment in R&D		
10. Strong Investment in Marketing		
11. Strong Investment in Infrastructure		
12. Other _____		
13. Other _____		