

5-Day Mental Model Challenge

Five key concepts in five days. Get your head around, and integrate into action, these key concepts from *Good Profit*.

Day 1

Rules or Principles?

- What guides you and in what situations?
- Although there is a place for both rules and principles in an organization, what are the benefits of relying more on principles?

Day 2

Integrity

- Why do you think the word “courage” is in the Guiding Principle of Integrity?
- What situations at work require you to demonstrate courage? What steps can you take to do the right thing in those situations?
- Personify it. Who is a good example of this principle in action? Why?

Day 3

Knowledge Processes

- Where are you seeking best knowledge and how are you sharing it?
- Why is it not only permissible, but an actual obligation, for employees to challenge their bosses respectfully?

Day 4

Mutual Benefit

- Why is it important for you or your team to approach business opportunities and interactions with a philosophy of mutual benefit?
- Knowing what your customers value can help you create a mutually beneficial relationship. How can you know all of what your customers value?

Day 5

Creative Destruction

- In your work group, are there systems, processes, activities, etc., that are an ongoing problem (they don't work well, are cumbersome, seem pointless)?
- What if certain things were eliminated completely or replaced with better alternatives? If so, what would those things be?