

TRUST HONESTY
INTANGIBLES...
POWERFUL, YET INVISIBLE
CREATIVITY VALUES ADAPTABILITY
KNOWLEDGE PASSION
FLEXIBILITY RELATIONSHIPS
COMMITMENT INTEGRITY
COURAGE SPEED
REPUTATION COMMUNICATION

“ IF A TREE FALLS IN THE FOREST
AND NO ONE IS THERE TO HEAR IT,
DOES IT MAKE A SOUND? ”

— BISHOP GEORGE BERKELEY

To apply this to management practices: You won't find soft attributes such as trust, knowledge, commitment, and reputation in an annual report because they are intangible and difficult to quantify. But that doesn't make them less important.

These soft issues are like the tree that falls in the forest. If we don't believe that there is a sound, maybe it's time to get our hearing checked.