

DICK NICOLOSI – SPEECH TO GUANGZHOU MANAGEMENT TRAINEES

I thought it would be useful to summarize in writing the key parts of Dick Nicolosi's speech on "Personal Approaches to Win".

The following is a highly edited summary of his six key points to serve as an *aide memoire*.

1. Become a functional master in every job you do.
 - Knowledge is key.
 - Facts mean everything.
2. Develop your leadership and interpersonal skills.
 - Watch other leaders.
 - Learn from them.
 - Ask them questions on how they achieve.
 - Seek out opportunities to practice leadership skills.
3. Develop your skill in how to get things done.
 - Learn P&G systems.
 - Become an effective sales person.
4. Develop your ability to narrowly determine:
 - a) The things—those few things—that will truly make a difference to the business.
 - b) Define absolute minimum necessary to get the job done.
 - c) Constancy of focus.

Be highly critical in your choice of those few things. Do not keep changing them. Make sure that they get done.

5. Determine success or failure on the sole basis of whether what you do or lead beats the competition in a meaningful way, and ensure that you "win big". Ask yourself what you have done for the consumer that is important and that competition has not done. Ask yourself what you have not done that the competition has done.
6. Set imaginative, bold, competitive goals and set about achieving them and only them.
 - Shun the small and incremental and go for the "big leap".
 - Think, "If it is to be, it is up to me"
 - Think about what an article in the press would look like. For example, write about yourself in five years. What do you want the magazine article to say?

Find mentors to inspire you in your daily life. Learn about leaders and combine the very best points from them. Think about:

- Socrates (knowledge, intelligence, and a teacher)
- Attila the Hun (winning is everything)
- Winston Churchill (courage, imagination, inspiration, tenacity)

Finally, remember the principles on which P&G is built, and make sure you understand and subscribe to those principles:

- Integrity
- Honesty
- Being forthright