

Modeling Masters: Sony, Perot Systems, Wal-Mart – October 30, 2003



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“HELPING You Build the Company of Your Dreams!”

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“The Surest Path To Success Is Copying The Winning Strategies Of Other Successful Entrepreneurs.”

- Evan Carmichael

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Akio Morita, Sony

- Start Small - \$500, paper
- Network - NYC Parties
- Innovate - “Sony Pioneer Spirit”: “Sony is a pioneer and never intends to follow others
- Strong Purpose

Ross Perot, Perot Systems

- Hard Work - Started from 7, IBM quota
- Created An Image - Clean cut associates
- Take Action - Barbershop

Sam Walton, Wal-Mart

- Commit to your business
- Share your profits with your associates, treat them like partners
- Energize your colleagues
- Communicate everything you possibly can to your partners
- Appreciate everything your associates do for the business
- Celebrate your success
- Listen to everyone in your company
- Exceed your customers’ expectations
- Control expenses better than your competition
- Blaze your own path