

What gives employees control in their positions, according to David Marquet?

Technical competence and organizational clarity

If directions for intention are given to employees, instead of orders, what belongs to the employees?

Psychological ownership

Define Integrity:

When your behaviors match your beliefs

What phrase did Craig Groeschel quote from his coach that has always stayed with him?

**“When you *have* integrity, nothing else matters,
When you *do not have* integrity, nothing else matters.”**

Name the “4 Actions” being referred to in the Blue Ocean Strategy.

1. **Eliminate**
2. **Reduce**
3. **Raise**
4. **Create**

What company was mentioned during the illustration of “Path 6” in the video *Outperform 99%*?

Netflix

What are the two things that training should be?

Continuous and Consistent

What are the “Cons” and “Pros” to deliver the Ultimate Customer Experience?

Con: **Providing this level of high-quality customer experience can require additional training and investment.**

Pro: **Customers feel heard & valued, leading to increased loyalty and repeat business and profit.**

In Scott McKain’s “Tell Your Distinctive Story”, what does S.T.O.R.Y. stand for?

S – Select your Subject (What do you want to be known for?)

T – Target your audience (Who needs & wants to know your story?)

O – Outline the content (What details will you share?)

R – Record your story (How will you tell it?)

Y – Your story’s finish line (What’s the point of sharing it?)