

Root & Fruit

What is the fruit?

The fruit is what the world measures us on. It's sales, turnover, profit, safety, student success, stock price, and anything you are measured on.

What is the root?

The root is your culture. Your focus should be on your culture, mission, people, and process that produces the fruit.

Current investment

Root _____% Fruit _____%

Future commitment

Root _____% Fruit _____%

In what ways can you spend more time investing in the root?

