

# Healthy Linney Company

*This statement illustrates what we take into account to decide whether a company is healthy or not. Only three out of the ten are direct financial measures, the remainder are about our people and what they are achieving.*

- 1 Right **balance** between sales and costs.
- 2 Right **return** on the investments in the business.
- 3 Right cash generated to **protect and develop the business**.
- 4 Right **benchmarking, people attitudes and pace** to constantly improve the business.
- 5 Right **position of products and company** in the market.
- 6 Right **understanding** of short and mid-term people, equipment and building requirements.
- 7 Right image of the Company in the market, especially with regard to **customer service**.
- 8 Right **processes, efficiency and order** relating to standard housekeeping requirements.
- 9 Right level of staff turnover to ensure the **continuity, development and prosperity** of the business.
- 10 Be good people, be good teams and be good citizens of our business.

*Describing words: caring, open-minded, effective, curious, brave, honest, canny, positive, competent, innovative, good teachers, helpful, friendly.*