

Business Excellence: Insurance for Uncertainty

Business is all about Risk and Uncertainty. The only insurance which protect the organizations from ill effects of uncertainty is The Journey of **Business Excellence**. The 4Cs which compel the organization to take this journey are

- C** – Customer
- C** – Competition
- C** - Crisis
- C** - **Company/CEO Vision** (The Best Option)

Out of 4Cs the Last C is Proactive . Others are Reactive

Once organization decides on the Journey the other 4Cs decide its sustenance (Continuation of Insurance Policy)

- C** – **Clarity** of Goals and Vision
- C** – Developing an organization **Culture** which enable Total Employee Involvement
- C** – **Constancy** of Purpose
- C** – Not falling into the trap of **Complacency**

4C = FORESEE