



WHAT MAKES GE GREAT?
America's Most Admired Company



imagination at work



EIGHT AREAS OF LEADERSHIP

- Innovation
- People Management
- Financial Soundness
- Quality of Management
- Use of Corporate assets
- Social Responsibility
- Long Term Investment
- Quality of Products/Services





**AN ABILITY TO CHANGE DIRECTIONS
WITHOUT ANY EMBARRASSMENT**





**AN ABILITY TO, DEVELOP PEOPLE,
EVALUATE THEM AND ACT ON RESULTS**





AN ABILITY TO BE DOMINANT FOR A LONG
TERM, MAINTAIN ITS CONSISTENCY





EVERYBODY IN THE COMPANY HAVE A
CHANCE TO KNOW EXACTLY WHERE THEY
ARE



BIG

Think
Win the World



**GE IS AGGRESSIVE. THEY THINK BIG AND
TAKE RISKS**





GE CHALLENGED PEOPLE NOT TO GROW
INCREMENTALLY BUT TO CREATE NEW
MARKETS





PEOPLE LOVE BEING PART OF GE. IT REWARDS
THOSE WHO DELIVER. ONLY THE MOST
SUCCESSFUL PEOPLE MOVE AHEAD





GE HAS THE CULTURE OF LIFE-LONG LEARNING
AT THE PERSONAL LEVEL AND THE CONCEPT OF
ALWAYS TRYING TO MAKE EVERYTHING BETTER
AT THE BUSINESS LEVEL





GE HAS A SET OF VALUES – IMAGINE,
SOLVE, BUILD AND LEAD





That's all Folks!

