



# **PERFORMANCE DASHBOARD**

THE MEASURE OF SUCCESS FOR LEADERS

## **STRATEGY - SECRET TO SUCCESS**

John P. Sall a successful businessman and computer software developer, who cofounded SAS Institute, a large global software firm was being interviewed for a case study on his organization. When completing his interview he wanted to ask the following question of the interviewer, “Stanford Graduate School of Business is very selective and takes in only the best and the smartest students.... correct?” The interviewer said.... of course. John asked, “The MBA program is a two-year program correct?” Yes, that is also true. “Why should it take two years to teach such smart people the secret to success:

### **Secret to Success**

**Listen to your customers,  
Listen to your employees,  
Do what they tell you?”**

That, in a statement is the “strategy” that has permitted SAS Institute to achieve their financial, employee and customer goals. The idea: listen to what your people and customers are telling you and act on what you hear. Sall believes that hearing true things is more important than saying smart things, and that smart people need to ask good questions before they can come up with smart answers.