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## *Vocal Vitality Audio-Impact Pack*

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In order to submit your voice snapshot, simply follow these instructions:

1. Prepare the following short text by reading it aloud a few times. Remember that you will be required to read it as if you are speaking to someone close to you.
2. When you are familiar with the flow of the text, call +61 3 8610 0193
3. State your name
4. State your best contact number and/or skype name
5. Begin recording by speaking into the telephone handset
6. On completing the audio, hang up
7. Send an email to [sandra@voice-word.com.au](mailto:sandra@voice-word.com.au) with your name, best contact number and/or your skype name. This, so that I can contact you with my feedback; and we can have a conversation about it.

Thank you for taking part. I will speak with you soon!

*Sandra*

This extract is from: *Good to Great* by Jim Collins (pages 193 and 195)

During our interview with Bill Hewlett, we asked him what he was most proud of in his long career. "As I look back on my life's work," he said, "I'm probably most proud of having helped create a company that by virtue of its values, practices and success, has had a tremendous impact on the way companies are managed around the world."

The "HP Way", as it became known, reflected a deeply held set of core values that distinguished the company more than any of its products. These values included technical contribution, respect for the individual, responsibility to the communities in which the company operates, and a deeply held belief that profit is *not* the fundamental goal of a company. These principles, while fairly standard today, were radical and progressive in the 1950s.

An important caveat to the concept of core values is that there are no specific "right" core values for becoming an enduring great company. This was one of the most paradoxical findings from *Built to Last* – *core values are essential for enduring greatness, but it does not seem to matter what those core values are.*

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