From mikemap Fri Feb 15 15:15:22 1991
To: mikehal
Cc: exstaff
Subject: Top ten Objectives
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Top ten Objectives

When one creates a small number of objectives there is a tendency to
combine several into one. I am guilty. The following are my top ten in
priority sequence.

1. Gain / retain leadership positions (1st or 2nd; at least 1st half of
the time) for all application categories we compete in on all popular
platforms (any platform with 5% or greater market share of desktop sales)
in all countries / markets.

2. Retain leadership in the operating systems market for all desktop
systems.

3. Develop management skills and grow employee job skills so that most
all future positions are filled from within the company.

4. While maintaining our strength in current distribution, support, and
services, take an aggressive leadership role in defining / changing these
structures to support IAYF users. Be the agent of change in defining and
implementing new distribution techniques and channels, service and support
methods.

5. Pick a reasonable number of long term key strategic partners and
insure that we develop win - win strategies to complement the
relationships.

6. As we grow, do all possible to maintain the Microsoft culture.

7. Improve development processes to achieve concurrent announcement and
shipment of products to all major countries and to all other chosen
markets within 90 days.

8. Create the atmosphere and benefit structure that will retain employees
for the long term.

9. Develop a more customer focused approach to strategies and product
plans.

10. Improve our ability to develop and bring into Microsoft new
technologies and products.

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