



# **BIG HAIRY, AUDACIOUS GOALS**

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## **Quantitative or Qualitative**

- Become a \$125 billion company by the year 2000 (Wal-Mart 1990)
- Become the dominant player in commercial aircraft and bring the world into the jet age (Boeing 1950)

## **Common Enemy-David & Goliath Thinking**

- Knock off RJR as the number one tobacco company in the world (Philip Morris, 1950's)
- Crush Adidas (Nike, 1960's)
- We will destroy Yamaha! (Honda, 1970's)



## **Internal Transformation**

- Become the number one or number two in every market we serve and revolutionize this company to have the strengths of a big company combined with the agility of a small company (GE, 1980's)

