

# SMALL GIANTS, BIG OPPORTUNITY

IT'S NOT WHAT WE DO, IT'S WHO WE ARE

## THE 6 QUALITIES OF SMALL GIANTS

### LEADERSHIP



COMPANY LEADERS KNOW WHO THEY ARE,  
WHAT THEY WANT OUT OF BUSINESS + WHY

### COMMUNITY



THE COMPANY IS DEEPLY ROOTED IN THE  
COMMUNITIES IN WHICH THEY DO BUSINESS

### RELATIONSHIPS



ALL COMPANY MEMBERS MAINTAIN CLOSE, PERSONAL  
TIES WITH CUSTOMERS, SUPPLIERS + EACH OTHER

### CULTURE



THE COMPANY ENCOURAGES A FRIENDLY +  
COLLABORATIVE CULTURE, BASED ON CARING  
FOR PEOPLE IN THE TOTALITY OF THEIR LIVES

### PASSION



ALL COMPANY LEADERS HAVE A BURNING  
PASSION FOR WHAT THE COMPANY DOES

### PROFIT



THE COMPANY HAS A SOUND BUSINESS MODEL, A  
HEALTHY BALANCE SHEET + A STEADY GROSS MARGIN  
WHICH IT PROTECTS



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