



CPG & RETAIL KNOWLEDGE PARTNERS

Congratulate the 2007

CPG Award Winners

and Share their Perspective on the Elements of

EXEMPLARY PERFORMANCE

Booz | Allen | Hamilton



Deloitte.



Insights. Innovation. Real World Solutions.





Bruce Nagle
CEO

How often have you seen a sports coach defeat a more talented team by simply insuring his/her players were placed in a position to win?

Like great coaches, great CEOs know it is their responsibility to make sure their team is also in a position to win.

Most importantly, a winning CEO and his/her management team must be *able to define excellence*.

One notable quality shared by several CPG Award winners is the belief that excellence is not what a company thinks of *itself*, but what *customers and consumers think about the company*.

Excellence, therefore, is characterized by the conversation the customer/consumer has about a company's product or service, which in turn establishes an authentic "point of difference."

CEOs who genuinely understand how their company is perceived will know when and where they are losing and how they might win — and will equip their team with the right insights to place them in that winning position!

Winning in today's competitive CPG business environment also means that a CEO and his/her team must understand the value of

innovation. Creation of new market space in a low- to no-growth environment is vital to achieve sustainable top and bottom line results.

Several winning companies prospered by identifying market gaps and creating new products, better packaging and delivery systems to fill unmet needs.

CEOs who respond to market pressures — pressures that continually challenge processes and products — with such innovation will help place their team in a position to win!

Finally, the CEO and his/her management team must create a "real-world-solutions" environment, a result of total collaboration throughout the business process.

CEOs who truly understand the unique issues, trends and challenges within the CPG industry and incorporate this understanding into their company's solutions, are, again, placing their team and their company in a position to win.

Congratulations to the 2007 CPG Awards winners for doing just that! In today's highly competitive environment, clearly you have "the right stuff"! ■



'One notable quality shared by several CPG Award winners is the belief that excellence is not what a company thinks of *itself*, but what *customers and consumers think about the company*.'

— Bruce Nagle

