

## **Divisional Memo: Work Ethic, Ownership & Productive Execution Standards**

### **Purpose**

This memo exists to **clarify expectations** around work ethic, ownership, and execution within the division.

There is a growing and unacceptable confusion between being **busy** and being **productive**.

Showing up to the office, staying occupied, attending meetings, and talking about work **does not equal performance**. We have too many Cutco managers / sales associates who are “busy” in appearance, yet their **M-Row, Sales Reports, and real business results show little to no progress**. That is not productivity. That is motion without impact.

This division does not reward presence, activity, or effort without outcomes. We reward **measurable progress**. If the numbers are not moving, the work is not effective — regardless of how busy someone claims to be.

This memo establishes the standard going forward.

### **Our Work Ethic Standard**

Work ethic in this division is measured by **results, ownership, and disciplined execution** — not time spent, visibility, or perceived effort.

Our standard aligns with **The Ideal Team Player** framework:

- **Humble** – No ego. No defensiveness. Accountability over image.
- **Hungry** – Self-driven. Relentless about output, not comfort.
- **Smart** – Emotionally intelligent. Intentional with time, communication, and action.

Missing any one of these undermines performance and credibility.

### **Busy vs. Productive (Non-Negotiable)**

The distinction must be understood and lived:

- **Busy** is activity without progress
- **Productive** is activity that moves the business

Managers who fill their day but do not move **M-Row, sales, recruiting, or execution metrics** are not being productive. Long hours, full calendars, and constant motion do not excuse flat results.

Results are the scoreboard. Everything else is secondary.

## The 7 Habits Applied to Execution

These expectations align directly with **The 7 Habits of Highly Effective People**, applied operationally:

**Be Proactive** – Own results. Waiting, reacting, or blaming is unacceptable.

**Begin With the End in Mind** – Know exactly which metric you are driving before the day starts.

**Put First Things First** – Prioritize needle-moving actions over filler tasks.

**Think Win-Win** – True wins improve the business, not optics.

**Seek First to Understand** – Know the numbers before explaining the story.

**Synergize** – Multiply effort through people, not solo busy work.

**Sharpen the Saw** – Improve skills that directly produce measurable results.

## Ownership Over Instructions

In this division:

- Flat numbers require immediate action
- Declining performance demands urgency
- Ineffective strategies must be adjusted, not defended

Leaders are not paid to stay busy. They are expected to **produce outcomes**.

## What Productive Excellence Looks Like

- Clear daily priorities tied directly to M-Row and Sales Reports
- Metrics known and reviewed without prompting
- Fewer tasks, stronger results
- Consistent week-over-week movement in the numbers

High performers do not explain activity — they show progress.

## Final Expectation

Being busy will not protect you.

Being visible will not excuse you.

Being productive is the only standard.

Those who are **Humble, Hungry, and Smart**, who act proactively and consistently move the business forward, will earn trust, responsibility, and opportunity.

Those who confuse activity with achievement will be challenged — deliberately.

**CREATE proactive numbers. Own the outcome. Execute with discipline.**

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