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"A culture of discipline is not a principle of business, it is a principle of greatness." -Jim Collins

I recently had the opportunity to hear the great author and teacher, Jim Collins, as a keynote speaker for the [Women's Presidents Organization](#)'s annual conference. And, I am currently reading his latest book, *Great by Choice*.

In the book, Jim describes three characteristics of a leader who takes a company through turbulent times, and not just makes it, but thrives; becoming great, and not merely good.

These three characteristics are:

1. Fanatic Discipline
2. Productive Paranoia
3. Empirical Creativity

While all of these qualities support getting through turbulent times, in my opinion, it is the Fanatic Discipline that makes it happen.

Of course, all the discipline in the world won't help survive turbulence without being prepared with a plan and procedures for those what if scenarios, (Productive Paranoia) and without the flexibility (Empirical Creativity) to be creative.

At BSI we reflect upon our Ten Culture & Value Statements that represent the guiding principals at the core of our business. These ten principals describe who we are as consultants, employees, and members of the community.

First and foremost, BSI is a service business. Therefore, customer service is at the top of this list and at the heart of everything we do.

We take the priorities of our customers as our own, and we take the quality of our work seriously.

BSI is familiar with project priorities, messy data, and critical problems. We have always made it our goal to do whatever it takes to do great work, not just merely good.

So, what happens when priorities change, deadlines shift, and resources become limited?

How do we still live up to our ideals?

We are ready, creative, and more than anything, fanatically disciplined, positioned to assist our clients in meeting their future goals, just as we have done for the past 17 years.

If you have a project that is off track or have a new study on the horizon, BSI can help you reach your goals---even in turbulent times!

Give us a call today and lets discuss how we can help.

Maureen R. Lyden, M.S. -
President and Chief Executive Officer

(813) 979-1619

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