



Bridgeway to Success™

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**EVERYTHING IS
MEASURED
AGAINST
PERFECTION.**

To Dominate

When Tiger Woods was recently asked to name the most dominant athlete in sport he did not hesitate. "Michael Schumacher" he replied. At a time when Woods is enjoying yet another record year and his friend Roger Federer is gaining acclaim as perhaps the greatest tennis player ever, Schumacher might seem like an odd choice. But is he?

Michael Schumacher races in Formula 1, the world's premier auto racing series. He recently extended his wins record to 91 (Alain Prost is next on the list with 51). He won his first world driving title in 1994 and with two races to go in the current season is in a neck-and-neck battle to capture his 8th title (Juan Manuel Fangio, the Argentine star of the 1950's, is next with 5 titles).

So what is the margin of greatness that makes Schumacher the dominant driver of his generation? Imagine racing a single 90-second lap. The timing of dozens of gear changes, the driving line through multiple curves, and the delicate balance between throttle, brakes and steering are all constantly measured against perfection.

Over 90 seconds Michael Schumacher will consistently beat the top drivers against whom he competes. By less than a quarter of a second! Look at your watch. Sense a quarter-second. That is the margin, every single lap, between very, very good and sheer dominance.

So what would it take for your business to be dominant? The daily, detailed, disciplined, execution of hundreds of little things that consistently give you that quarter-second. That is the key to dominance.

Michael Canic