

2 Elements common to all successful exporting companies



The 27 Canada Export Award winners exhibited nine common elements, which can be conveniently grouped under three headings. It was found that these companies have *good people*, a *clear philosophy* and *sound action skills*.

The most fundamental strength of the award winners is their people. The winning companies were found to possess people with strong management skills and ability, a dedicated and able work force, and harmonious relations between management and employees.

As well as good people, these companies displayed a clear philosophy. In other words, the corporate mission had been clearly developed and articulated, and a commitment to exporting had been made as one way of achieving company objectives. The companies also recognized the need to organize their operations so as to satisfy current and potential customers.