

# Multi-dimensional circulation of money

## 1. Within the business (measurable)

### Growth

Sustainable client base

Target a competitive market share    Avoid a monopoly

Build reputation and trust    Repeated business

Continuous improvement

Quality

Efficiency

### Development

Products

Processes

People

### Investment

Above average return on investment

Retain

Attract

## 2. Within the family (measurable)

Maintain majority share holding by family

Support and create opportunity for new business by the family members

Ensure training and coaching of leadership capacity to succeed.

## 3. Within the community (Not yet practically measurable)

Buying local

Employ local

Support community

## 4. Within the country/continent/world (measurable)