

# Questions 1-10 [▶ Listen from here](#)

Complete the notes below.

Write **NO MORE THAN TWO WORDS** for each answer.

## Four business values

Many business values can result in 1

Senior managers need to understand and deal with the potential 2  that may result.

### Collaboration

During a training course, the speaker was in a team that had to build a 3

Other teams experienced 4  from trying to collaborate.

The speaker's team won because they reduced collaboration.

Sales of a 5  were poor because of collaboration.

### Industriousness

Hard work may be a bad use of various company 6

The word 'lazy' in this context refers to people who avoid doing tasks that are 7

### Creativity

An advertising campaign for a 8  was memorable but failed to boost sales.

Creativity should be used as a response to a particular 9

### Excellence

According to one study, on average, pioneers had a 10  that was far higher than that of followers.

Companies that always aim at excellence may miss opportunities.