

SECTION 4 Questions 31–40

Complete the notes below.

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

Four business values

Many business values can result in 31

Senior managers need to understand and deal with the potential 32 that may result.

Collaboration

During a training course, the speaker was in a team that had to build a 33

Other teams experienced 34 from trying to collaborate.

The speaker's team won because they reduced collaboration.

Sales of a 35 were poor because of collaboration.

Industriousness

Hard work may be a bad use of various company 36

The word 'lazy' in this context refers to people who avoid doing tasks that are 37

Creativity

An advertising campaign for a 38 was memorable but failed to boost sales.

Creativity should be used as a response to a particular 39

Excellence

According to one study, on average, pioneers had a 40 that was far higher than that of followers.

Companies that always aim at excellence may miss opportunities.