

EFFICIENCY – RESEARCH - SUCCESS

<p>©Susan Heller</p> <p><b>A</b>                      <b>VISUAL</b></p>	<p><b>AUDIO</b></p>
<p>BLACK &amp; WHITE - in a series of quick cuts, with low level natural sound in bkgd, we see the following shots:</p> <p>A pro golfer swinging a club, surgeons working over an operating table, a runner churning up a hill, a busy executive simultaneously talking on the phone, signing papers, and gesturing to a colleague.</p> <p>CUT TO: a race car official holding a starter flag aloft</p> <p>CLOSE UP: of the starter flag slicing the air.. blur of motion as the cars move forward</p> <p>CLOSE UP: of a dirty, greasy internal combustion engine</p> <p>ECU: (sharp focus) a shiny, well-oiled crank shaft spinning rapidly, pistons pumping.</p> <p>WIDE SHOT: empty country road. A red Ferrari explodes into view, expertly negotiates the corner and disappears from sight.</p>	<p>VO - how do you define brilliance in business?</p> <p>Timing and drive.</p> <p>Expert utilization of available resources...</p> <p>Responding to the excitement of a challenge...</p> <p>The ability to define a problem... solve it creatively.</p> <p>Simply .. the best, most Productive way to get The job done.</p> <p>[Sounds of revving engines Percussion music theme crossfades with engine sounds.]</p> <p>Ability -- is significantly creative action in motion.</p> <p>[Sounds of fouled engine trying to start. Sputtering, coughing.]</p> <p>Peak performance means .. finding what doesn't work...</p> <p>.. and what does.</p> <p>To create a controlled explosion under optimum conditions.</p> <p>Focusing the energy to bring about the desired results.</p>