

**"...the band performed through a crystalline sound system flanking the enormous stage."**

Joel Selvin,  
San Francisco Chronicle,  
April 22, 1994

## The Pink Floyd 1994 World Tour



**"...and the monstrous speaker system produced the delicate sound of Pink Floyd's thunderous music nearly to perfection."**

Gerald Defilich,  
Pittsburgh Tribune Review,  
June 1, 1994

**"...a quadrasonic sound system that was near perfection."**

Craig Marine,  
San Francisco Examiner,  
April 22, 1994

**"...a quadrasonic sound system that rendered the 27-year-old band's music with fidelity previously unheard in stadiums..."**

Sam Wood,  
Philadelphia Enquirer,  
June 3, 1994

## Exclusively Turbosound.

**"...pristine high-fidelity sound..."**  
Jim DeRogatis, Chicago Sun-Times,  
July 14, 1994

**"Production ruled the performance, and the sound quality was nothing short of amazing. When Tim Renwick strummed his acoustic guitar to start 'Wish You Were Here', the strings snapped crisply and clearly, as if he was sitting in his living room in front of the fire."**

Joel Selvin,  
San Francisco Chronicle,  
April 22, 1994

**"...The sound may have been the true star of the show, however... No rock band can match Pink Floyd when it comes to making a stadium show come off sounding as if it's being held in your living room."**

Michael Norman,  
Cleveland Plain Dealer,  
May 27, 1994

Photos: On May 8, 1994, Pink Floyd played to a sold-out audience of nearly 50,000 at Vanderbilt Stadium, Nashville, TN. With Britannia Row & Turbosound, there wasn't a bad seat in the house.

**Turbosound**  
Once Heard, Never Forgotten.

The quadrasonic reinforcement system for Pink Floyd's worldwide 'The Division Bell' tour consists exclusively of Turbosound Flashlight and Floodlight enclosures, loudspeaker management systems, BSS/Turbosound amplifier racks, rigging and cabling.



## Worldwide Acclaim

Such was Turbosound's international success that the TMS-3 was widely copied, hijacking a patented product design down to the last detail. In Canada, a successful legal case resulted in a local company's TMS- 3 copies being publicly chain sawed.















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SECOND EDITION

# FIRMS *of* ENDEARMENT



Raj Sisodia

David B. Wolfe

Jag Sheth

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30 businesses

15 years

Passion

Purpose

Stakeholder wellbeing

These companies significantly  
outperformed the Standard &  
Poor's 500 index during their  
research period.



“The highest, most sustainable  
shareholder value comes from  
focussing on key areas other  
than only profit.”

# The Quadruple Bottom Line





$$\text{Valuation} = \text{Profit} \times \text{Multiple}$$







Wet rot

Dry rot

Old kitchen

Lack of care

Low energy rating

No wet rot

No dry rot

New kitchen

High level of care

High energy rating



# Same turnover & same profits

Reliance on founder(s)

**COFFEE SHOP**

Environmentally weak

Few repeat customers

High staff turnover

Poor financial controls

Succession plan

**COFFEE SHOP**

Environmentally strong

Loyal customers

Low staff turnover

Strong financial controls

# Valuation = Profit x Multiple

Effect on Multiple	Area
<p>Least Negative</p>  <p>Most Negative</p>	Costs
	Revenues
	Assets
	Liabilities
	Management Team
	External Factors

Profit	People	Planet	Purpose
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes



# Valuation = Profit x Multiple

Effect on Multiple	Area
<div> Most Positive <div> ↑ ↓ </div> Least Positive </div>	Scale
	Positioning & Brand Architecture
	Channel Extension
	Product Extension
	Product Innovation
	Systems & Infrastructure
	Culture & Talent

Profit	People	Planet	Purpose
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes

# The Quadruple Bottom Line

Profit

People

Planet

Purpose

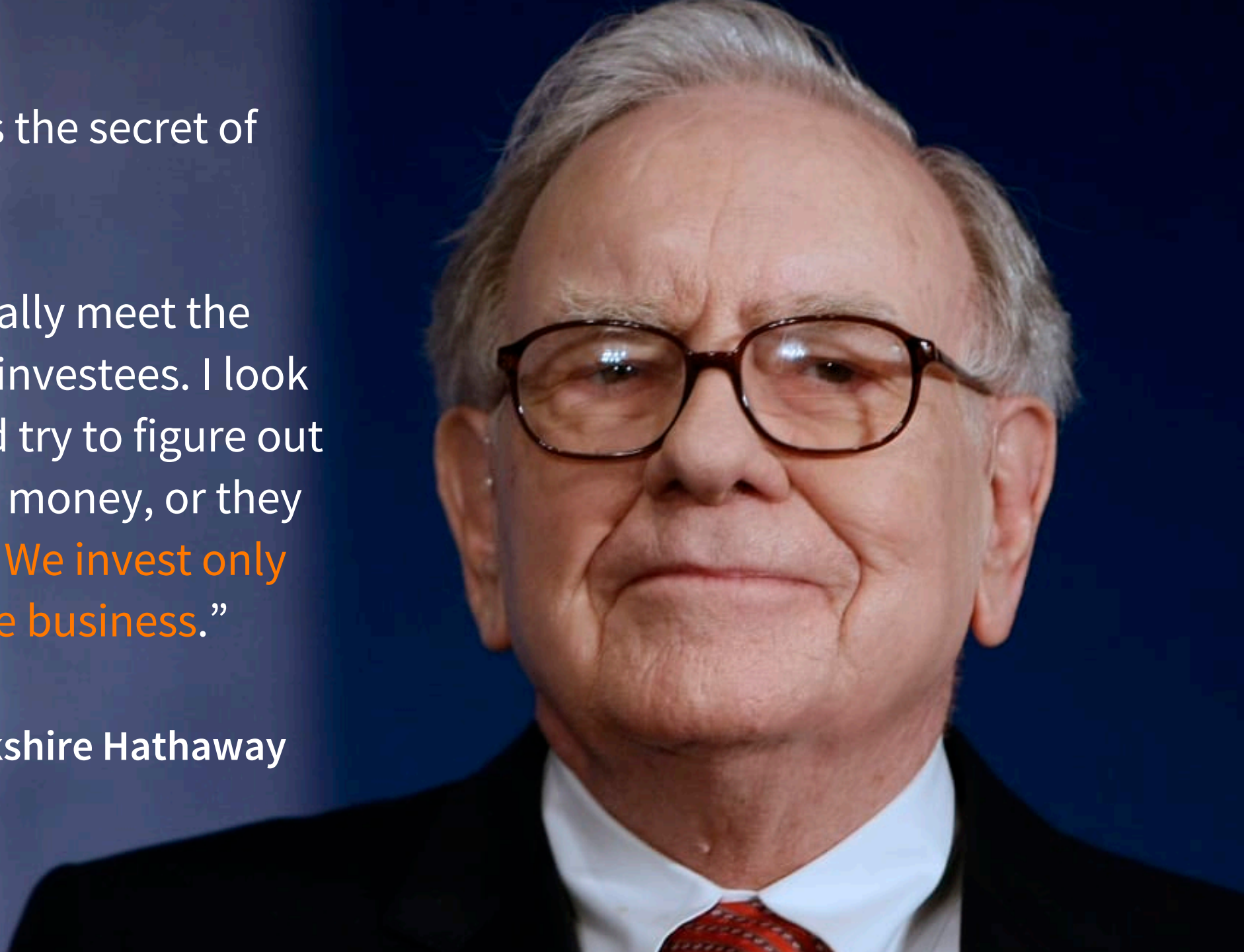
patagonia®



**Question:** “What’s the secret of your success?”

**Answer:** “I personally meet the CEOs of potential investees. I look into their eyes and try to figure out whether they love money, or they love the business. **We invest only when they love the business.**”

**Warren Buffet, Berkshire Hathaway**





Profit

**Focus as much or more on  
long-term sustainable  
profits as short-term gains.**





People

**Work on your business's  
culture, its values, from all  
stakeholders' point of view.**



Planet

Look at every aspect of your  
business's operations to see  
where you can reduce its  
carbon footprint.





Purpose

Create a Purpose statement,  
i.e. why your business exists  
other than to make money,  
which is a given.



Alan Wick LOVE  
BUSINESS