



1. The Right Leader
 - a. Low ego
 - b. Fierce adherence to standard of excellence
 - c. It's all about the company, not about me (Personal humility + Professional will)
 - d. Window and Mirror paradigm
 - i. Winners: If we won, it was them. If we lost, it was us.
 - ii. Losers: If we won, it was me! If we lost it was them!
2. The Right Passengers
 - a. The right people on the bus
 - b. The wrong people off the bus
 - c. The right people in the right seats
 - d. Assessment by results
3. Stockdale paradox
 - a. Confront the brutal facts, but never lose faith
 - b. Lead with Q's not A's
 - c. Engage in dialogue and debate – question anything
 - d. Conduct autopsies
 - e. Build red flag mechanisms
4. Hedgehog Principle
 - a. What are we passionate about?
 - b. What (of that) can we be world's best at?
 - c. What drives our economic engine?
5. Build a culture of Discipline
 - a. Avoid bureaucracy, and build an ethic of entrepreneurship
 - b. Freedom and responsibility within the hedgehog
 - c. Seek self-disciplined people willing to go to extreme lengths to fulfil their responsibilities
 - d. Don't confuse a culture of discipline with a tyrannical disciplinarian
 - e. Have a "To Don't List" as well as a "To Do List"
6. Appropriate Technology
 - a. Use it as an Accelerator
 - b. Don't fall in love with your tools
7. The Flywheel Principle
 - a. Use 3000 small pushes all in the same direction
 - b. Avoid the doom loop

For more, see "Good to Great", Jim Collins et al. Precise by Peter Rowe, www.profitune.com