







The Cup Challenge

12 February 2006



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For a forthcoming event, I was asked to provide some possible “sayings” on leadership, six words or less, designed to go on coffee cups distributed as gifts. The results, which keep growing, are listed below:

“Passion!”

“Energy!”

“Enthusiasm!”

“Passion! Energy! Enthusiasm!”

“Enthusiasm! Enthusiasm! Enthusiasm!”

“Enthusiasm Moves Mountains!”

“Nothing Matches Enthusiasm as a ‘Motivator’!”

“Technicolor Times Demand Technicolor Actions.”

“Technicolor Times Demand Technicolor People.”

“Wow. Now.”

“Re-imagine!”

“Re-imagine! Re-do! Re-vise! Re-vo-lu-tion!”

***“Enthusiasm,
the Ultimate
Virus!”***

“Respect!”

“Leaders ‘Do’ People. Period.”

“Credibility. Asset No.1.”

“Tell the Truth.”

“Truth Wins.”

“Challenge. Challenge. Challenge.”

“Two Big Goals. Tops.”

“Focus. Your Calendar Never Lies.”

“Good Story. Good Leader.”

“Best Story Wins.”

“Live the Story.”

“Change the World. Accept Nothing Less.”



“Dream!”

“Dream. The Only Worthwhile Reality.”

“Beware Those Who Agree With You.”

“Seek Dissidents. Nurture Dissidents. Cherish Dissidents.”

Do.

Do.

Do.

“Excellence!”

“Demand Excellence!”

“Demand Excellence. The Greatest Gift.”

“Excellence, Life’s Gold Standard”

“Stop Talking! Start Doing!”

“Execute. Execute. Execute.”

“‘Good Execution’ Beats ‘Good Strategy.’”

“Agility Trumps Size.”

“Women make the best bosses!”

“Women Rule. Believe It.”

“You must care!”

“Listen.”

“Ask. ‘Why?’”

“‘Different’ beats ‘Better.’”

“‘Distinct’ or ‘Extinct.’”

“Innovate or Die.”

“‘Me Too’ = ‘Me Dead.’”

“Talent Time!”

“Best Talent Wins.”

“Moderation Fails in Immoderate Times.”

***“No Less Than
Excellence.
Ever.”***