

## The Irreducibles

1. Hare 1, Tortoise 0. (Hare-y times.)
2. Tempo. (O.O.D.A.)
3. MBWA.
4. Appreciation. (“Motivator” #1.) (Can’t be faked. Good.)
5. Decency.
6. Hurry.
7. Time out.
8. One matters. (H5N1.)
9. Big change. Short time. (Alt not work.)
10. Excellence. Always.
11. Passion. Energy. Hustle. Enthusiasm. Exuberance. (Move mountains. No alt.)
12. You must care.
13. Emotion.
14. Hard is soft. (Soft is hard.)
15. Men. Women. Different. Contend. Connect.
16. Women. Buy. All. (RU listening?)
17. Quality. (“Mind-blowing.” Beyond 6-Sigma.)
18. Re-invent. Re-pot. (Required.)
19. Jaywalk.
20. Big change. Small # of people. (Always.)
21. Experiment. Now.
22. Failure. Normal.
23. Most failures, most success. (Fail. Forward. Fast.)
24. “Reward excellent failures. Punish mediocre successes.”
25. Women leaders. (Altered times.)
26. Extremism. (Good business. Bad politics.)
27. Innovation source. Only. Extreme irritation. (Yushchenko didn’t do de Bono.)
28. Smile.
29. You must care.
30. Mentor. (Highest ROI.)
31. Best “roster” wins.
32. Wow. (Okay in biz.)
33. We all have customers. (Biz. Personal.)
34. All contacts = Experiences.
35. Cirque du Soleil. (Peerless.)
36. Leaders create space for growth.
37. Quests. (Only.)
38. High aspirations, “high” results. (Self-fulfilling prophecy.)
39. Attitude 1, Skills 0. (Mostly.) (Attitude 1, Skill 0.3?)
40. Sometimes: Skill 1, Attitude 0.1.
41. Must “love,” not “like.”

42. Wegmans (= No excuses. "Mere" groceries.)
43. Less than your best. Cheating.
44. Brand You. (No alt.)
45. Self-sufficiency. (Biggest turn-on. Long-term.)
46. In the moment.
47. The moment wins.
48. Tomorrow = Never.
49. Action 1, Plan 0.1.
50. "Execution" can be a "system."
51. Realism.
52. Own up. Move on.
53. Accountability.
54. Work hard > Work smart. (Mostly.)
55. Feedback. Necessary. Fast. (R.F.A. in "RFA times.")
56. Customers. Listen. Lead. (Paradox.)
57. "On stage." Always. (GW, AG = Supreme actors.)
58. Master statistical analysis.
59. Excellence = Set the table.
60. Legacy. (Will it have mattered?)
61. "Great." (Why not?)
62. Radicals rule. (Think ... Olympics.)
63. !!! = Good.
64. Red 1, Brown 0. (Red times.)
65. Talk. Listen. ("Big 2." Master.)
66. Politics. (Normal-inevitable state of affairs. Master.)
67. Student. Forever.
68. "Why?" (Question #1.)
69. Don't belittle.
70. Respect.
71. All we have: this moment. ("Moments matter most"?)
72. Now. (Procrastination. Death.)
73. Exercise.
74. Paint. (Leader. Portraits of Excellence.)
75. Best story wins.
76. "You must be the change you wish to see in the world."
77. Two "big ones." Max. (Priorities.)
78. No "I" in Team. ("I" in Win.)
79. "I" in Win. (No "I" in Team.)
80. Different 1, Better 0. (Better = 0.1.)
81. Imitation = Mistake. (Learn, from whom?)
82. Choose/battle the "right" competitor.
83. Schools. Creativity. Entrepreneurship. (Not.)
84. MBAs. Creativity. Entrepreneurship. Leadership. (Not.)
85. Design. Under-rated. Wildly. (Still.) (Everything.)
86. You = Calendar. (Calendar. Never. Lies.)
87. Laugh.

*The greatest danger  
for most of us  
is not that our aim is  
too high  
and we miss it,  
but that it is  
too low  
and we reach it.*

**Michelangelo**

88. Grace. (“Works” in biz.)
89. Weird. Wins. (Weird times.)
90. Crazy times. Crazy orgs.
91. Internet. All.
92. Women. Boomers-Geezers. Market. All.
93. Passion. (Repeat. So what?)
94. Energy. (Repeat. So what?)
95. Hustle. (Repeat. So what?)
96. Enthusiasm. (Repeat. So what?)
97. Exuberance. (Repeat. So what?)
98. Smile. (Repeat. So what?)
99. Care. (Repeat. So what?)
100. Act. (Repeat. So what?)
101. Appreciate. (Repeat. So what?)
102. Fun. (Biz. Why not?)
103. Joy. (Biz. Why not?)
104. Sales = Life.
105. Marketing = Life.
106. Long-term. “Top line.”
107. Great company = Creates the most individual success stories. (RE/MAX.)
108. Talent first, performance byproduct.
109. Sustained Wow\* 1, “Shareholder value” 0.2. (\*Product, People.)
110. Commitment, by invitation only.
111. Creativity, by invitation only.
112. HR = #1. (Ought to.)
113. Face-to-face. (5K miles, 5 minutes.)
114. Negotiation. Make all winners. (Save face.)
115. Grace makes enemies friends.
116. Network.
117. Invest in relationships. (Think ROIR. Return On Investment in Relationships.)
118. Relationship investment. Forethought. Calendar item.
119. Innovation. Easy. (Hang out with weird.)
120. Weird = Win. (Weird times.)
121. “The bottleneck is at the top of the bottle.”
122. Good Board = Weird Board. (At least, surprising.)
123. No contention, no progress.
124. “Crucial conversations.” “Crucial confrontations.” (Study. Learn. Do.)
125. Honest feedback.
126. Gaspworthy. Yes.
127. “Insanely great.”
128. “Astonish me.”
129. “Make it immortal.”
130. “Will you remember it in 20 years?”
131. No small opportunities. (Reframe.)
132. One playmate, one playpen = Enough.

133. End run. Sensible.
134. Allies are there for the finding.
135. Find successes. Build on successes. (Pos > Neg.) (Encourage > Fix.)
136. Somebody's doing it today. Find 'em.
137. Someone is living 2016 in 2006. (Find 'em. Study 'em.)
138. Don't "benchmark," "futuremark."
139. "PMA," yup ... it works.
140. There are no experts. (You are the expert.)
141. Life is short.
142. "Sustained success" is silly. Make today matter.
143. Collaborate.
144. Go solo.
145. There are no "good plans."
146. Plans motivate.
147. Never rest.
148. Get some sleep.
149. Winning = Embracing paradox.
150. Ambiguity = Opportunity.
151. Resilience.
152. Relentless-ness.
153. None. Above. Comeuppance. (GM. Sears. U.S. Steel. DEC.)
154. Be yourself. Period.
155. Never work with jerks. Including customers. (Life is too short.)
156. Under-promise, over-deliver.
157. Talent. (Powerful word.)
158. "Customer = Anyone whose actions affect your results."
159. Competition stinks. (Seek the soft spots where you can dominate.)
160. K.I.S.S./Keep It Simple, Stupid.
161. Beauty. (Good biz word.)
162. "See the beauty in a hamburger bun." (Go, Ray.)
163. "Beautiful" systems. (Good biz phrase. Not oxymoron.)
164. Build on strengths > Fix weaknesses.
165. "To don't" = "To do." ("To don't" > "To do"?)
166. Leaders "Do" People. (Period.)
167. Leaders enjoy leading.
168. Serious leadership training = Serious.
169. Priorities. Obvious. (Or else.)
170. 5 "Priorities" = 0 Priorities. (3 "Priorities" = 0 Priorities?)
171. People. First. Last. Always.
172. It. Is. Always. The. People.
173. EXCELLENCE.

\*\*\*\*\* More To Come \*\*\*\*\*