The Unchanging Business/Organizational Fundamentals: Or Why I Get Pissed Off When “Experts” Repeatedly Say “We need to do everything differently.”

1. Terrific people fully energized and determined to grow and expected to grow.
3. A near-maniacal “Bias for Action.”
4. An organizational superstructure that allows us to work fast and fluidly and intimately with all our partners.
5. A values sub-structure, simple but (more or less) non-negotiable.
6. Leaders who mainline enthusiasm and energy.
7. An unswerving commitment to EXCELLENCE.

Cool People.
WOW Product.
Action Fanaticism.
Simple Systems.
Soaring Values.
Enthusiastic Leadership.
Commitment to EXCELLENCE.

People.
Product.
Action.
Systems.
Values.
Leadership.
EXCELLENCE.