

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.**
- 2. An excellent-scintillating product, constantly updated.**
- 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.