



1. Our business is empowerment. Internal and external.
2. We are on offense. Look for improvements all the time.
3. Results are more important than processes. See anything that could be done better. Change it or have the change made. Break hierarchies.
4. This is as much about effort and consistency as about business. The right effort consistently will bring results.
5. Assume nothing.
Make sure people keep their promises.
Push yourself to push others.
Stretch what is possible.
6. Dig where you are standing. What can be made better right where you are right now?
7. Your job is not done until the job is done. Do not wait for other people to finish what you can finish.
8. Dangers to look out for:
 - Bureaucracy
 - Personal ambitions over team ambitions
 - Energy takers at the fika table
 - The fat cat making us slow down
 - Not getting things done
9. It won't always be pretty. In fact, getting things done is almost never pretty.
10. If we do things right we will learn new things, we will have fun, we will grow individually and as a company in a profitable way.