



LEADERSHIP CODE

One team,
one mission.
Position and status
don't matter.
Leave your ego
at the door.

Serve the team.
Lead by making a
conscious decision to
put the needs of
others above
your own.

Often as a leader
your job is to follow.
Encourage others to
lead and take
ownership.

Make
mission & objectives
crystal clear.
Communicate and
reinforce constantly.

Make
hiring & developing
extraordinary talent
your passion.
Don't compromise
on quality.

Build a
richly diverse team.
Embrace their
unique differences,
perspectives &
ideas.

Forget about good.
Expect excellence
from yourself & others.
Guide the team to
reach its highest
potential.

You are a coach.
Give honest feedback
even when it's
uncomfortable.

Dream big.
Continually stretch
your imagination.

Use optimism as a
force multiplier.
Your enthusiasm is
contagious.

Be courageous.
Don't play it safe.
Challenge and
take smart risks.

Make the
tough decisions.
Don't flinch.

Anticipate &
plan intelligently.
Above all...
take action and
be accountable.

Embrace change
for the better.
Don't fight it.
Drive it.

Apply
passion, tenacity &
determination to
everything you do.
Always finish the
job.

Be honest and
direct with everyone.
Say what you mean.
Mean what you say.

Collaborate.
You are not an island.
Listen to others.
You don't have
all the answers.

Always be
fair, moral &
respectful.
Others will follow
your example.

Simplify everything.