

KEYS TO A GREAT ORGANIZATION **AND PROGRAM**

CULTURE COMES FIRST: If you haven't created an underlying ecosystem of excellence, short-term success is all it ever will be.

PRESS EVERY EDGE ALL THE TIME, BECAUSE ANY EDGE MAY MATTER ANYTIME: The focus is on the details, so you have to have that focus not because they know when it will matter but because they don't know when it will matter.

SYSTEM OVER STARS: Talent matters, but willingness to buy into the program matters more.

LEADERSHIP IS A LONG-TERM PROPOSITION: True leaders always value sustainable success over quick fixes. Ignore all distractions for short term gains if you are convinced that a decision is best for the long term success of the program.

YOU'RE NEVER DONE GETTING BETTER: Growth over time requires finding new ways to do the same old things. Real leaders are never done learning.