BILL WALSH'S STANDARD OF PERFORMANCE

1. Exhibit a ferocious and intelligently applied work ethic directed at continual improvement
2. Demonstrate respect for each person in the organization
3. Be deeply committed to learning and teaching
4. Be fair
5. Demonstrate character
6. Honor the direct connection between details and improvement; relentlessly seek the latter
7. Show self-control, especially under pressure
8. Demonstrate and prize loyalty
9. Use positive language and have a positive attitude
10. Take pride in my effort as an entity separate from the result of that effort
11. Be willing to go the extra distance for the organization
12. Deal appropriately with victory and defeat, adulation and humiliation
13. Promote internal communication that is both open and substantive
14. Seek poise in myself and those I lead
15. Put the team's welfare and priorities ahead of my own
16. Maintain an ongoing level of concentration and focus that is abnormally high
17. Make sacrifice and commitment the organization's trademark