

**SHOW
GRATITUDE
FOR
FEEDBACK**

**BUILD GLOBAL
RELATIONSHIPS**

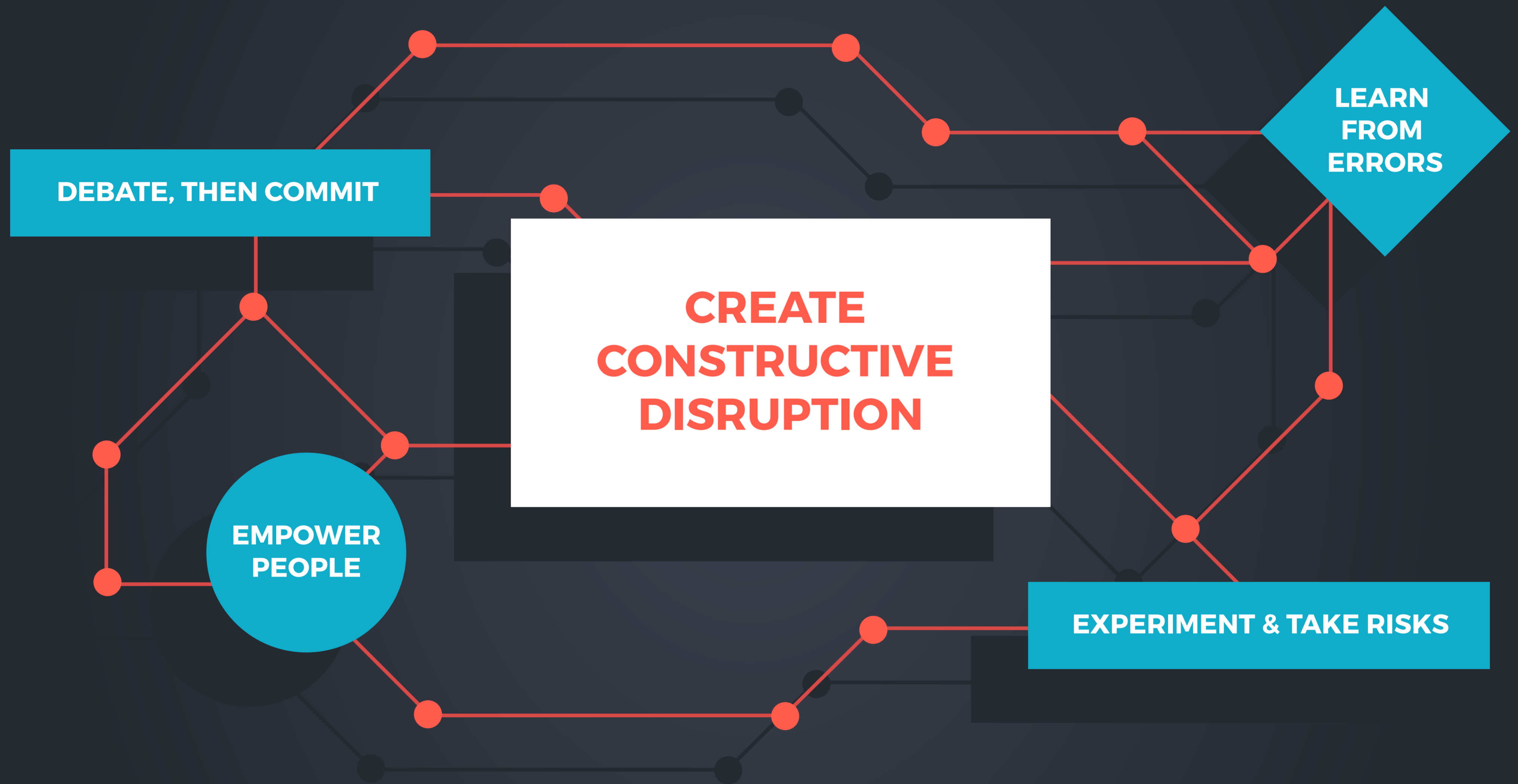
**SEEK OUT
THE DIFFICULT
TRUTH**

SAY IT AS IT IS

LISTEN MORE THAN YOU TALK

TALK TRANSPARENTLY





MONITOR PERFORMANCE

APPLY ToC

OBSESS ABOUT THE DETAIL

RIGOROUS ANALYSIS

LOOK FOR PATTERNS

UNDERSTAND THE PRODUCT

