



Steve Ballmer

"Tenets of Success"

- 1. Sharks Move Forward or Die (be on and stay on the attack)**
- 2. Build Skills (every day in practice)**
- 3. Ideas Matter (pick the right direction to go and absolutely jump in)**
- 4. Must see playing field (what are the opportunities)**
- 5. Be Hardcore**
- 6. Optimism & Passion are force multipliers (taken from Colin Powell)**
- 7. Own the results (accountability)**
- 8. The Magic of Time (be patient if things are on the right path; but have urgency with patience – tough balance)**
- 9. Be First but Commit to be Last (last guy playing in the last game for the last win)**