

10 Immutable Laws of Leadership

- 1. Until you figure out WHY you want to lead, you cannot deliver great leadership*
- 2. Your team can only be great in an atmosphere of truth and transparency*
- 3. Leadership by osmosis doesn't work*
- 4. Your way isn't the only way*
- 5. If you are going to make rules for ALL, then apply them to ALL*
- 6. Great teams are made by hiring people smarter than you*
- 7. If you want them to remember something, you have to say it at least 15 times*
- 8. Those who learn best from wisely selected history are destined to greatness*
- 9. Facts are stubborn things - ignore them at your peril*
- 10. You have to let them fail*