

# OUTSTANDING!

## 47 Ways to Make Your Organization Exceptional

Be Fast ★ Be Humble ★ Keep the Mission “Top of Mind” ★ Get Actions in Line with Values ★ See Everyone as a Customer ★ Fight the Fight—In Good Times or Bad ★ Give People Tools, Not Slogans ★ Make Meetings Meaningful Speak Up! ★ Set the Cultural Tone ★ Don’t Speak in Code ★ Value Ideas over Politics ★ Forgive Mistakes ★ Compete with Competitors, Not Each Other ★ Do What You Promise ★ Hire Character ★ Believe or Leave ★ Make No Excuses! ★ Celebrate ★ Be Flexible: Put People Before Policies ★ Succeed with What You Have ★ Work! ★ Remember, People Want to Win ★ Never Forget Who Pays the Bills ★ Manage! ★ Stand Behind Your Stuff ★ Develop Managers ★ Let Every Player Count ★ Speak Well: Make the Right Impression ★ Choose to Change ★ Have the Right People Make the Right Decisions ★ Elevate the Conversation ★ Fire Customers! (If Necessary) ★ Train ★ Encourage One Another ★ Listen in All Directions ★ Coach, Moment to Moment ★ Be Coachable ★ Someone Needs to Be the Boss ★ Seek No Culprits ★ Skip the Vision Thing ★ Treat Vendors like People ★ Stay Alarmed ★ Tend to the Little Things ★ Put Performance Before Titles ★ Don’t Stagnate: Turnover Can Be a Good Thing ★ Try! Risk! Grow!

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