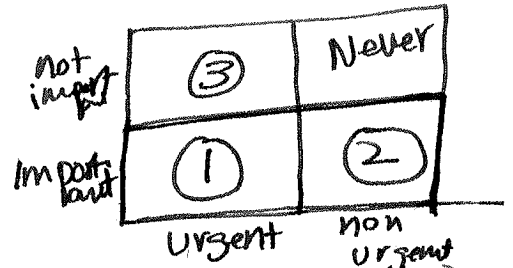


non-negotiables (people)

- * Every morning, I will force myself out of bed & spend 30 minutes + (never a minute less) to write what I want from my day. I will only spend time on things that are most important to cash flow ~~and~~ (short term cash flow & long term strategy) and will only spend urgent and non important stuff <math>< 20\%</math> on ~~it~~.
- (Best leaders always stay in Second Quadrant 90%+ of their time: Important but not urgent)



- * I will never meet with anyone (direct reports especially) for more than 5 minutes unless I have written down why I am meeting with them; I will look at their file, their goals, their Action Items and set and control the agenda of that 5+ minute meeting. My focus is on how they will serve the company more.
- * I will always give crisp, clean goals and feedback to my subordinates, even if they don't like it - especially if they don't like it. I will first write this down (goals & action) & help them focus on their actions & results, not politics. *

- * I will not assume that people will do the 'right' or noble thing. They are not motivated by what I am motivated by. (don't feed pasta & pesto to fish). I will learn what makes them tick and use that as bait to motivate them. I will remind them of their action items & goals constantly.

Pursuit of Success in Business

Success in Business is a science, not an art or black magic. Success in Business is also very simple. Complexity comes from not sticking with simplicity. Tony says Success leaves its clues. There are definite, repeatable, scientific patterns to success in Business. Majority of the people think of everything related to money (including success at work) as some black magic because simplicity is divine, ~~it is the~~ and divinity scares most people. The Gracious Lord has created laws of nature that cannot be violated and success in running a business is also result of such laws. Even people who succeed don't reflect on their success in business & finance and attribute this to their 'gut' or 'hunch'. This is why majority of people who succeed in business either fail in their personal lives or ~~fail also again~~ in newer ventures. They too refuse to see that they either stumbled upon the secret sauce of success or it was conditioned into them thru their upbringing - either way, this sauce is ^{like a} scientific ~~and~~ formula and anyone willing to put in the ingredients can succeed.

So, what about people who don't have the "natural instinct" for business. These people can easily develop this 'hunch' by using their intellect and develop the 'natural instinct'.

The single most important ingredient to this secret sauce is Discipline. The second most important is "self discovery" thru WRITING (not reading). All the laws of nature, all secrets, are imprinted on every cell of our body. Using our intellect & self-discovery (contemplation & writing) we unlock these secrets.

What does it mean to you:

Write. create a file for each person you deal with. We talked about you writing what you want BEFORE from a meeting, from a person, you meet with them. Even if it is a lunch meeting, weekly 1-1 or a customer meeting, write down what you want. If you don't have a plan, others will, for you, and you will react to other people's plans and be always at the mercy of their intentions. Why were you able to walk over 4000°C burning coals and not get burned? Because your intention, your plan, was stronger than that of coals. Your intent to walk over them was stronger than their 'nature' of burning your feet. Don't you see the purpose of that metaphor? People have their plans, conscience or not. But if your plans are stronger (and you have a plan for them) then you will always succeed over them. This is a law of nature!