



**Dominate your  
Market: the best  
team wins**

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# The Mission

*o* **Great teams consistently focus on:**

- 1. Results**
- 2. Reputation**
- 3. Reliability**
- 4. Relationships**

# Step One

## o Purpose

o Wrong focus

o Talent is not equal, but effort needs to be.

o Once you find your purpose, everything changes.

o *“We could have recruited any number of talented kids to play basketball for Duke University, but we try to recruit only the kids that understand that they have a responsibility to make us a better team.”* Duke Coach Mike Krzyzewski

# Step two

## o **Trust**

- o This is the belief that everyone is doing his/her part
- o Don't hide your mistakes.
- o We spend too much time managing our stories
- o Don't judge yourselves by your intentions, but rather by your impact.

# Step three

- **Cooperation**
- Respectful engagement and interaction
- Be careful not to sacrifice conflict
- Your ego and reputation
- Leadership vacuum

# Step Four

- **Decisiveness**

- The step has two bitter enemies:

1. Consensus

2. Certainly

- This step allows you to make fast changes

- Team members will give their best even when they don't agree

# Step five

- **Feedback**

- How am I doing?

- Valentine's Day Syndrome

- Feedback can be honest and productive.

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