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Set goals that make you stretch. 6

Let limitations guide you to breakthroughs. 12

Deliberately choose to do things differently. 18

Discipline creativity. 24

Invite different perspectives. 30

Plan...and improvise. 36

Embrace eccentricity. 42

Proceed with optimism and a “can-do spirit.” 48

Develop robust solutions. 54

Maintain momentum and forward motion. 60

Be fully trustworthy. 66

Take personal responsibility for communication. 72

Demonstrate passionate commitment to success. 78

Salute the past, embrace the future. 84