



8 Principles

On How To Run A Better Company:

1. The people you work with are your colleagues
- not your employees

2. Your colleagues are your family

3. Your colleagues work with you
- not for you

4. Your colleagues owe you nothing

5. Be grateful that other human beings
have placed their future in your hands

6. Lead by example - from the front

7. You are not better than anyone
else in your company

8. Put happiness before money - always