

1. **SUCCESS IS DELIBERATE,
AND NOT THE OUTCOME OF LUCK**
2. **STAND AT THE FRONT OF THE LINE AND LEAD THE WAY TO RESOLUTION**
3. *RELENTLESSLY ADVOCATE OUR CLIENTS' SUCCESS*
4. *ELIMINATE CLUTTER, CONFUSION AND INNUENDO
TO GET TO THE NUCLEUS OF THE ISSUE*
5. **PARTICIPATE FULLY AND ENTHUSIASTICALLY AS CO-CREATORS
AND CHAMPIONS FOR OUR CLIENTS' SUCCESS**
6. **LISTEN ACTIVELY, AND RESPOND AUTHENTICALLY**
7. *PUT EMOTION IN ITS RIGHTFUL PLACE IN TODAY'S ECONOMY*
8. **ACCEPT RESPONSIBILITY FOR HOW
OUR ACTIONS TODAY AFFECT OUR CLIENTS' BUSINESS TOMORROW**
9. **ACT ETHICALLY AND TRANSPARENTLY**
10. **SETTLE FOR NOTHING LESS THAN MEASURABLE SUCCESS**