

Rules of Success by Steve Jobs

A highly successful entrepreneur, Steve Jobs held strong philosophies that no doubt led to his success as well as his companies' meteoric rise in the world of electronics. Here are his "12 Rules to Success" and I think you will agree they offer very sage advice.

- **Do what you love to do.** Find your true passion. Make a difference. The only way to do great work is to love what you do.
- **Be different.** Think different. Better to be a pirate than to join the navy.
- **Do your best at every job.** Success generates more success so be hungry for it. Hire good people with a passion for excellence.
- **Perform SWOT analysis.** Make a list of strengths and weaknesses of yourself and your facility on a piece of paper. Don't hesitate to throw bad apples out of the mix.
- **Be entrepreneurial.** Look for the next big thing. Find a set of ideas that need to be acted upon quickly and decisively and jump through that window. Sometimes the first step is the hardest one. Just take it. Have the courage to follow your heart and intuition.
- **Start small, think big.** Take only a handful of simple things to begin with and then progress to more complex ones. Think about not just tomorrow, but the future.
- **Strive to become a market leader.** Be the best of every like facility around.
- **People judge you by your performance, so focus on the outcome.** Be a yardstick of quality.
- **Ask for feedback from people with diverse backgrounds.** Each one will tell you one useful thing. Sometimes people won't give you honest feedback because they're afraid. In this case, disguise yourself, or get feedback from other sources. Focus on those who will use your product - listen to your customers first.
- **Innovate.** Innovation distinguishes a leader from a follower. Delegate. Let others carry out the plan. Hire people who want to make your facility the best around. Create a very product-oriented culture.
- **Learn from failures.** Everybody makes mistakes. It is best to admit them quickly and then get on with improving your product.
- **Learn continually.** There's always "one more thing" to learn. Cross-pollinate ideas with others both within and outside your company. Learn from customers, competitors and partners. If you partner with someone whom you don't like, learn to like them - praise them and benefit from them. Learn to criticize your enemies openly, but honestly.

Are there any here which you have not practiced or adopted yet? If so, take a moment to consider how it could add to your success.