

### *Set exceptional standards*

Don't settle for as good as or slightly better than competitors. Always strive for the very best that can be achieved.

### *Strategy is complex*

There will be uncertainty, emerging patterns and surprises along the way. That's the very nature of competition due to the involvement of other actors. Embrace this, don't fall for the temptation that you can plan the future. What matters is not the plan but the preparation and your ability to adapt.

### *Commit to the direction, be adaptive along the path*

Once you've set a direction commit to it. There will often be hurdles and obstacles but don't just simply abandon a direction because a single step is challenging. Try to find paths around the obstacles. If you're building a system and a common component is not as expected then that can often prove a market opportunity.

### *Move fast*

The speed at which you move around the cycle is important. There is little point implementing FIRE like principles in developing a system if it takes you a year to make decision to act. An imperfect plan executed today is better than a perfect plan executed tomorrow.

### *There is no core*

Everything is transient, whatever you think is core to your company won't be at some point in the future. The only things that are truly static are dead.