

## ZULF'S LAW OF PROFESSIONALS ALIGNING INTEREST WITH COMPANY INTERESTS

Look, abstractly, no one needs to have their self-interests aligned with the company interests. And I personally do not recommend that you do a single thing to change your self-interests to match any company interests. It's not your goddam company; your self-interests are your own; theirs are theirs, and you find your peace and equilibrium.

Now I will tell you the iron law of merging self-interests of professionals with that of the company. Share 15% of the revenues by law, always, without fail, equally. Never think twice about this. Never dream of not doing it. Don't ever doubt it.

What happens? The self-interests of the professionals are *forced* by sheer logic, to align with the company interests. This is not a game. This is not any strategy. You just aligned self-interests of the employees and professional with company interests.

Do not *lecture people* about how *they* ought to align their self-interests with company interests. Do something meaningful. Share 15% of revenues equally. Don't *bullshit them*; show that you know what you are doing. Share 15% of revenue equally as bonus for all employees. Without question. Then every fucking day, they will not have any misalignment of their self-interest with the company interests because they want a little bit more to buy a gift for their son or daughter; maybe take that second honeymoon with their sweetheart. They will naturally and without need for all sorts of 'corporate leadership' consider the interests of the company aligned with *their* self-interest.

How was this avoided for centuries of Capitalism? Well, as usual no one gets anything done right until Zulf tells them. That is the right answer.