



1. ASSUME NOTHING.
QUESTION EVERYTHING.
2. NOTHING IS ORIGINAL.
OWN IT ANYWAY.
3. YOUR VALUES ARE YOUR BRAND.
OWN THEM.
4. SIMPLE IS BOLD.
COMPLEX IS FORGETTABLE.
5. FIRST IMPRESSIONS COUNT.
YOU NEVER GET A SECOND
FIRST IMPRESSION.
6. SWEAT THE SMALL STUFF.
DETAILS MATTER.
7. SKETCH IT. TEST IT. BREAK IT.
REBUILD IT BETTER.
8. COLLABORATION WINS.
TRUST AND RESPECT SEAL THE DEAL.
9. MISTAKES AREN'T FAILURES
—THEY'RE FUEL.
10. SUCCESS ISN'T PRETTY.
IT'S EARNED.