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Make more coffee when you leave less than a full cup in the pot.

The first six people you hire will set the work, social, ethical, and intellectual character of your company.
Be extremely careful with these hires.

Understand, respect, trust, and celebrate what employees do for you.

Be honest with your employees, even when it hurts.

Never borrow money.

Don't confuse being smart with having a knack for something.

Encourage employees with a negative attitude to work for competitors.

Let employees make important decisions and mistakes (after all, *you* got to do both).

Hire a few people that tease and cut up (they keep things light).

Listen carefully to your clients, they will tell you how to stay in business.

Leave your office door unlocked and open.



