1. **Create Value** – Create real, long-term value by economic means. Understand, develop and apply entrepreneurial practices to achieve superior results for stakeholders and for the community. Eliminate excess and unevenness to achieve performance and cost effectiveness. Ensure excellence in environmental, safety, and all other areas of compliance – stop, think and ask.

2. **Embrace Change** – Envision what could be, challenge the status quo, and drive Joseph A. Schumpeter’s "creative destruction," rather than being run over by it.

3. **Apply Creativity** – Challenge conventional approaches by applying curiosity, experimentation and discovery to solve real world issues. Embrace and encourage learning through hands-on, service-based activities with dynamic, entrepreneurial companies and student startups.

4. **Celebrate Uniqueness** - Each of us has a special purpose in life and it is no accident that we are on this planet. Each of us has unique skills. It is your responsibility to discover your purpose and do your best to fulfill it by developing and employing your skills.

5. **Build Community** – No entrepreneur has ever succeeded on his/her own. Find out what people need. Study larger community concerns. Make people’s lives better while consuming fewer resources, leaving more resources available to satisfy other community needs. Certainly, reward your people according to the value they create for the venture. However, do not forget to also reward them for resource conservation and renewal.

6. **Maintain Personal Integrity and Trust** – Keep the promises you make to others and to yourself. Be the person that others can rely upon and place confidence in, both in good times and bad.

7. **Be Aware of Right and Wrong** – Do good. Never lie, never cheat, never steal. Conduct all affairs lawfully and with integrity. Everyone deserves to be treated fairly.

8. **Love Learning, Wisdom and Truth** – Have the courage to kindle your desire to learn. Find lessons and inspiration in the success of others. As Charles Koch writes, "seek and use the best knowledge and proactively share your knowledge while embracing a challenge process. Measure profitability where practical." Adopt the elements of Carol Dweck’s growth mind-set. Your greatest power is free-will. You possess the power of choice. For any endeavor, choose to develop your intelligence through determined
practice aided by selection of good coaches. Effort is the path to mastery. Embrace challenges and persist in the face of setbacks. Most all good things come through adversity.

9. **Practice Humility and Intellectual honesty** – Constantly seek to understand and constructively deal with reality to create real value and achieve personal improvement. Actively seek criticism and learn from it. Don’t whine, don’t complain, and don’t make excuses.

10. **Be Caring and Compassionate** – Principled entrepreneurs succeed by helping others to succeed. You cannot live a perfect day without doing something for another without thought of something in return. Give to others unconditionally.

11. **Value Justice and Peace** – Justice is the fair administration of law, the act of determining rights and assigning rewards or punishments. Peace is harmonious relations, free from violent disputes. Have the courage to stand for justice and to defend the peace.

12. **Give Respect** – John Wooden writes, "Never believe you’re better than anybody else, but remember that you’re just as good as everybody else." Treat others with dignity, respect, honesty and sensitivity. Encourage and practice teamwork. Appreciate that diversity is valuable. Diversity enables teams to create new ventures that are better than those created by a homogeneous (old boy) network.

13. **Respect the Earth and its Creatures** – Think globally. Labor to achieve maximum results for all communities at minimum cost to the environment. Embrace sustainability.

14. **Walk the Talk** – Lead by example. Strive to stay true to your values in every action and communication. Use this yardstick: never say or do anything that you would not want your grandchildren to learn about when they come of age.

15. **Strive for Success** – Produce results that create value to realize your full potential and find fulfillment in your work. Success is within you. It’s up to you to bring it out. Success comes from making the effort to become the best of which you are capable. Strive to improve a little each day, eventually big things will occur. Lasting success is not the big, quick, improvement. Rather, it results from small improvements one day at a time. Success is not perfection. One can never reach perfection. Nevertheless, perfection is the goal.