18 rules

Stuart Bertsch 2015

Rule 1 Care for others & be kind

Be empathetic and try to help others when you can. That means listening to what they're saying and understanding it first, then genuinely thinking about how you can help them. Be creative and be sincere.

Don't agree to help and then not. It's better to say you can't if you can't.

...be kind and care for others



Rule 2 Be humble

Nobody is any better than anyone else – in real human terms. Don't have a big ego or treat others like servants or look down on the less fortunate.

You're not THAT awesome. You're not THAT important. There is a much larger element of luck that brought you to the fortune you experience than you would be willing to admit and/or acknowledge.

We all put our pants on one leg at a time and yes, we will all die, and all the stuff you accumulate over your life (houses, cars, game consoles...stuff) will all get recycled, go into a landfill, or belong to someone else when you're gone. It all adds up to a pile of dust. If you care about stuff more than people, you're doing it wrong.

Our value doesn't come from what we know, who we know, how much we make, our taste, our teeth, our hair, our looks, what shape we have, or what we own. We are so unbelievably lucky to simply exist in the human form that angels would wish for a moment of our existence and experience. Being human is itself an ultimate reward. Be thankful. Be humble.

...be humble

In the end, only three things matter: how much you loved, how gently you lived, and how gracefully you let go of things not meant for you.

-Buddha

Rule 3 Be smart

Knowledge is as good as currency. Be curious, but don't be nosey.

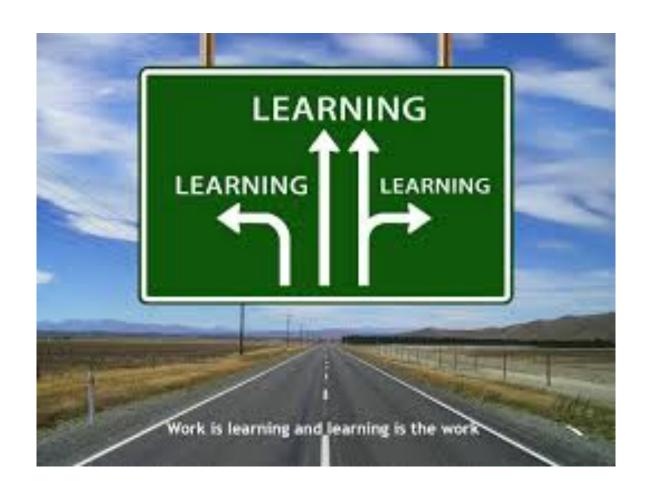
Learn always. There's an old saying in consulting...you're either learning or earning or both, but never neither.

Value wisdom and respect people with wisdom. Wise people know how little they know and are humble, avoid those that think they know everything.

Read. Watch TED talks. Go out and DO things. Try experiments. Build things.

But most importantly, don't be afraid to fail. Failures are the building blocks of wisdom. Reflect and learn. No failures means you're not trying hard enough.

...always learn



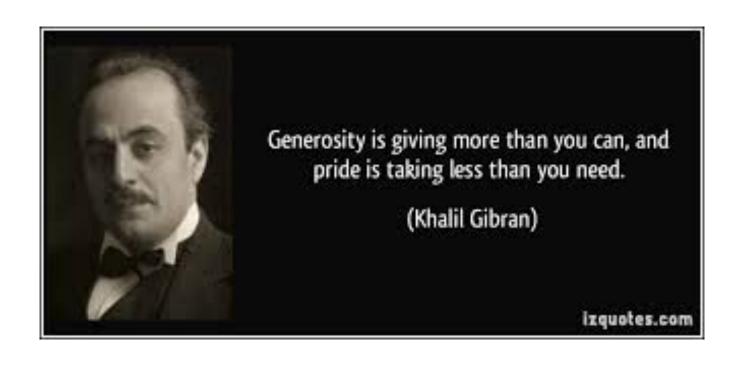
Rule 4 Share the wealth

In IT that means knowledge and time. Teach others. Be as generous with your time as possible – especially to teammates. Teaching others is a way of being kind. Find a cause. Volunteer.

Giving time to others is another way of being kind.

Always have time for others. You're not too important.

...be generous



Rule 5 No whining

There are infinite excuses for everything. Don't blame everything and everyone but yourself.

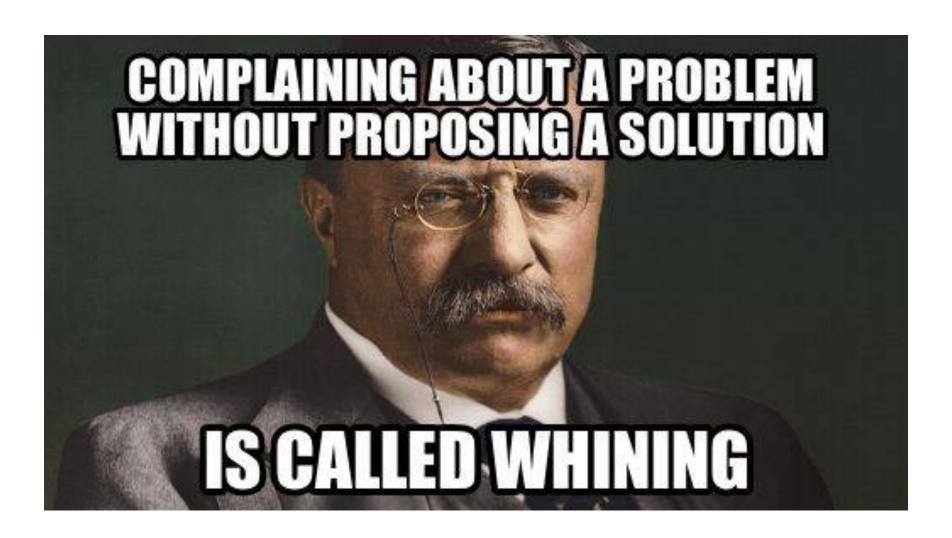
Take ownership of problems you create.

Never shy away from saying, "It's my fault" or "I'm sorry" if something was your fault.

It makes you look stronger, not weaker.

Your problems are no worse than the person's sitting next to you.

...don't be a complainer



Rule 6 Have Confidence

We all doubt ourselves. You are awesome because you are a human being. It's that simple. Be confident about what you know and be honest about what you don't know. Don't be overconfident. See Rule #2 -- be confident but be humble.

Find a mentor, listen to their advice then decide for yourself.

Listen you your gut. It's usually right.

Be Brave...be confident



Rule 7 Be a team player

Care about the people on your team. Learn to respect and rely on them for your collective success. Team players know that everyone is in the same lifeboat and they all sink or swim together. If you think you are the star person in your team responsible for all the success... you need to rethink your understanding – you're not so much what YOU think and say you are as much as you are what OTHERS think and say about you.

If you find yourself on a great team you will know it. It's a great experience. And one you will savor for the rest of your life. Teams thrive and strengthen in adversity. Don't shy away from obstacles, instead work together to overcome them. It's your team against the obstacles. Remember that.

Share the pain. Be empathetic and supportive to team members that are having a hard time. Celebrate the wins. Congratulate team members and the team when you succeed.

Be fiercely loyal. If people say bad things about a team member, it may as well be about you. Stickup for your team. Say, "Prove it buster!"

...all for one and one for all



Rule 8 Be a leader (when needed)

Don't shy away from leading.

It may feel scary, but it's easier than you think. It just takes some getting used to. Once you know that people basically want you to succeed, you will find it easier.

Don't hesitate to over-reach a bit. You are likely able to do more than you think. Don't hesitate to ask for help.

If you follow the rules, people will follow you.

Lead Others

THE CHALLENGE OF
LEADERSHIP IS TO BE
STRONG, BUT NOT RUDE; BE
KIND, BUT NOT WEAK; BE
BOLD, BUT NOT BULLY; BE
THOUGHTFUL, BUT NOT
LAZY; BE HUMBLE, BUT NOT
TIMID; BE PROUD, BUT NOT
ARROGANT; HAVE HUMOUR,
BUT WITHOUT FOLLY.

JIM ROHN

Rule 9 Take part in life

Try things. Everything. Get out of your comfort zone. Expand your horizons.

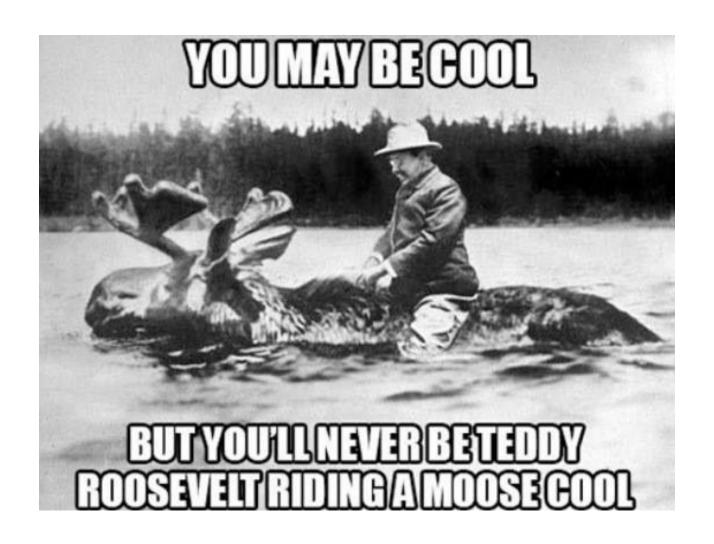
Experience is the greatest of teachers.

Travel. Travel outside the country. DO THIS.

The more you try, and more you do, the more interesting you get.

Follow rules when you must. Break all the rest. And take the road less travelled.

...embrace life, and be cool



Rule 10 Show Gratitude

Say thank you. A lot.

Say it often and for the things people don't often notice.

Take time each day to be thankful for what you have. Subscribe to GREATFULNESS.ORG and get an email each day with reasons to be grateful.

Selfish people think they earned everything and everyone else is lazy.

Selfish people always think they're the underdog, no matter their circumstances -- acknowledge and be grateful for your good fortune.

...be grateful every day.



Rule 11 Love things

If you stretch yourself and try everything, you'll find things you like. Maybe, if you're lucky, you'll find some things you love.

Get a hobby. Focus on it and get good at it. Love it. Know why.

Go see live music. Listen to music. Learn to play if you can.

It's OK to try everything and like everything.

It's not OK to hate everything and complain all the time.

...find something you love to do



- They experience a deep and effortless involvement that removes the frustrations of everyday life.
- They enjoy a sense of control over their actions.
- They find their concern for self disappears, but paradoxically their sense of self emerges stronger.
- They find the experience is so enjoyable that their sense of time disappears.

Rule 12 Make Friends

Join Meetup and go to meetups. Accept <u>all</u> invitations. Ask others to do things. Be bold in reaching out to others.

Lean on friends when necessary but don't take advantage of friendships. Give more than you get.

Interacting with people is the best way be a better person. If everyone doesn't like you...work on you.

If people start liking you, then you're doing something right.

Be a good friend. Sympathize, celebrate, offer to help. Be sincere. Be authentic. Be loyal. Stay in touch.

...be a good friend



Rule 13 Trust

Most people are generally good. Give them the benefit of the doubt if you're wondering. Believe in people and trust people until they prove they are not trustworthy.

Be trustworthy yourself. If you betray someone's trust, it is lost for a very long time.

Don't break promises. Small people break promises and don't apologize.

If you can't follow-through on a promise, let the person know in advance and apologize. If there's something else you can do, offer to do that in exchange.

...be trustworthy



Rule 14 Laugh

Find humor in everything. Laugh at the absurdity of our crazy world.

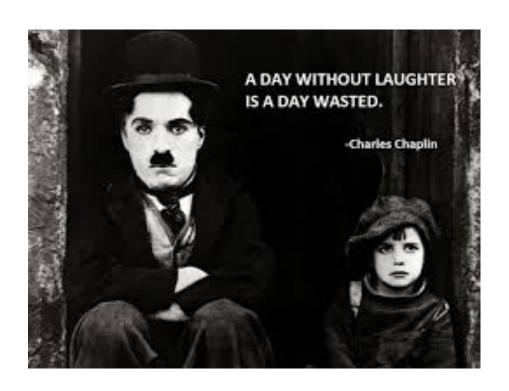
Don't be too serious. Be silly. Laugh at yourself. Make others laugh.

Share the humor with friends and teammates.

Only laugh at people when they are trying to be funny.

Don't laugh at people when they're not trying to be funny.

...laugh at life



Rule 15 Be content

Happiness is not found at the destination. It is found in the journey.

Stop thinking happiness will come from the next thing you buy or attain.

Being happy with what you have now will free you from the unhappiness of wanting what you don't have. Take stock of what you have and consider how lucky you are.

Discontent rises from always wanting that one thing that would make you happy. Always.



Live content with small means.

Seek elegance rather than luxury, and refinement rather than fashion.

See the unique, the spiritual, and the beauty through the common.

The world will be your symphony

-paraphrasing William Ellery Channing

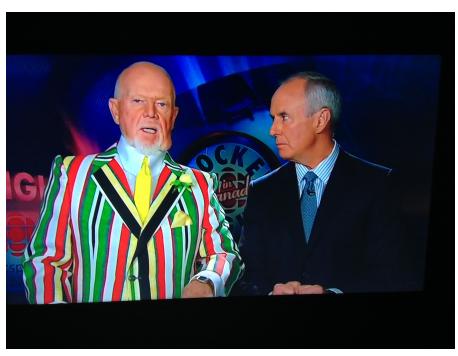
Rule 16 Be yourself

Be authentic. Don't pretend to be someone else. Own your own skin and be proud of who you are. There's only one of you, so make the most of you.

Be a non-conformist. Relish in your own identity, and don't give a crap about what other's think. Being like everyone else never got anyone anywhere.

..be yourself





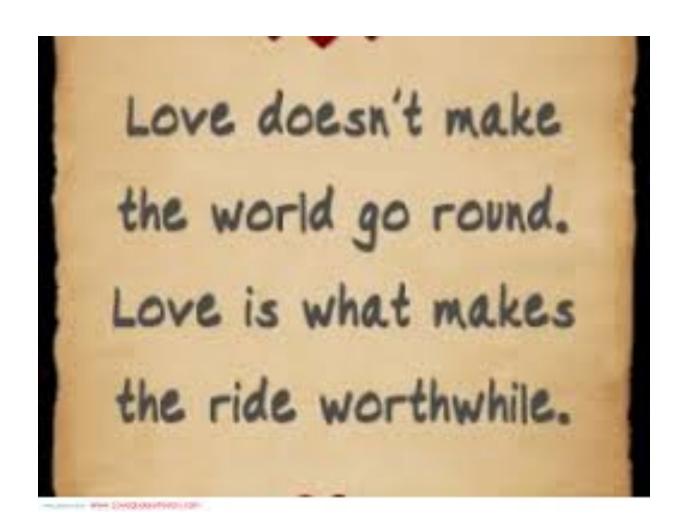
Rule 17 Fall in Love

Go out on dates. Get your heart broken.

Spouses can (and do) make you happy and miserable, but either way, you will be a better person for the experience.

Don't be afraid to risk it all for someone but be confortable with being alone and don't believe that your happiness can only be found in or through others.

...risk it all on love



Rule 18 Be a BIG person

I mean upstanding, respectable, and virtuous.

Be direct.

Be honest.

Be reliable.

Do what's necessary. If you see it needs doing...do it!

Clean up other people's messes with out being asked.

Clean up after yourself.

Don't meddle in other people's business.

Don't be petty.

Stand up for and protect your team members.

Stand up for the less fortunate.

Otherwise, you're a small person.

...be big



Thank You

Mistakes are proof that you are trying.