The Mission: Be a Fred

...continually create new value for those you live and work with through dedication, passion and creativity.

Everyone makes a difference. The only question at the end of the day is “What kind of difference did you make?”

Everything is built on relationships. Go beyond simply interacting with customers and colleagues to build relationships.

You must continually create value for others, and it doesn’t have to cost a penny. You can replace money with imagination. The objective is to outthink your competition rather than outspend them.

You can reinvent yourself regularly. No matter what job you hold, what industry you work in or where you live in the world, you wake up every morning “tabala rasa,” with a blank state and you can make your business and your life anything you choose.