

ERIC SWENSON'S RULES OF THE ROAD

Setting expectations for the people who work for you is absolutely essential. I've had my own company since 2002 and have managed people since 1993. So, after experience and with a nod to Jerry Perenchio, here are my Rules of the Road that I share with every employee.

Take
100% re-
sponsibility
for your
actions.

Be relentless about
Intellectual curiosity.
Nothing makes you obso-
lete faster than refusing
to Learn new things.

It's all about
results. I'm not
interested in
"how", I'm
interested in
"if".

Never say "No".
Your job isn't to tell
someone they can't do it,
but how they can
do it.

Mistakes are never a
problem. That's
learning. Making the
same mistake twice
is a problem.

Minimize Drama.
We'll all
live longer.

Never ignore an e-mail
or voice mail. Even if your
response is "let me get back
to you tomorrow."
Clients don't like to be left
hanging. (Neither do I!)

You're the
Option King or Queen. If
a client has a challenge, your
role is to present options and
the risk therein. There's
rarely just one way to
solve a challenge.

Have fun
and project
enthusiasm. No
one wants to
deal with a
downer.

Being late to a meeting
is unforgivable.
Exception: calling
someone and letting
them know you're
running late.

Sometimes the
answer may
actually be "no",
but don't you
think it's about
being sure that
you understand
the outcome the
client wants to
reach?

