

## MOJO Principle # 1

The founders and leaders recognized a full range of choices about the company they could create...not just the standard definitions and boundaries of success.



## MOJO Principle # 2

The leaders have overcome outside pressures and charted their own course and building the type of business **they** wanted to build, not what someone else forced them to build.



## MOJO Principle # 3

The companies have extraordinarily intimate relationships with their community, and play a vital role in the life of that community.



## MOJO Principle # 4

The companies cultivate exceptionally powerful and intimate relationships with customers and suppliers, based on personal contact, one-on-one interaction, and mutual commitment to delivering promises.



## MOJO Principle # 5

The workplaces are unusually intimate. They are mini-societies that endeavor to address a broad range of their employees' needs as human beings.



## MOJO Principle # 6

The businesses have a wide array of corporate structures, with some even turning themselves into educational institutions, teaching their employees about all the facets of the business.



## MOJO Principle # 7

The leaders have *passion* for the business and everything and everyone connected to it!

