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 # 7

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

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.