

# 33 LESSONS TO FUND YOUR VISION

1. ATTITUDE IS EVERYTHING!
2. "MAKE NO MISTAKE.  
WE'RE IN A CAMPAIGN."
3. "LEADERS LEAD."
4. EVERYTHING'S A PROJECT.
5. "ON BOARD."
6. STEP UP.
7. FOCUS. FOCUS. FOCUS.
8. DO. DELEGATE. DUMP.
9. NO EXCUSES.  
NO TIMEOUTS.  
NO SUBSTITUTIONS.
10. GET MORE AGGRESSIVE.
11. LET GO OF YOUR BAGGAGE.
12. "ENGAGE. THEN PLAN."
13. FAIL. FAIL FAST. FAIL BETTER.
14. PROTOTYPE EVERYTHING.
15. SPEED DOESN'T KILL.
16. ACT OR ASK.
17. W.I.T. (WHATEVER IT TAKES)
18. OSCILLATION.
19. POWER OF ONE.
20. NO "I" IN "TEAM" IS A CROCK.
21. WHO, NOT HOW.
22. HIRE MAVERICKS.
23. IT'S ALL ABOUT SALES.
24. SALES REQUIRES PEOPLE.  
PROCESS. PERFORMANCE.
25. SALES DEMANDS MEASUREMENT.
26. DO YOUR PUSH-UPS.
27. WRITE IT DOWN. IT WILL HAPPEN.
28. VISION ROOMS RULE!!!
29. SIMPLIFY YOUR MESSAGE.
30. CREATE MEMORABLE EXPERIENCES.
31. SHARE THE STORY.  
PRESENT THE OPPORTUNITY.
32. FOLLOW-UP. PERSEVERANCE.  
57 TIMES.

## 33. JUST ASK!!

 For Impact | THE SUDDES GROUP

*(Take A Quantum Leap: A Campaign Manifesto by Tom Suddes)*

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