

## TEN RULES FOR LOSING

1. Quit taking risks.
2. Be content.
3. Before you make any move, ask yourself what the company “founder” would have done.
4. Be inflexible.
5. Rely totally on research and experts to make decisions for you.
6. Concentrate on your competitor, instead of on your customer.
7. Put yourself first.
8. Make sure administrative concerns take precedence over all others.
9. Look to someone else to do your thinking for you.
10. Memorize:  
TGE (“That’s Good Enough”)  
TNMJ (“That’s Not My Job”)

EXCERPTED FROM: remarks by Donald R. Keough, President and CEO, The Coca-Cola Company (1989 IBM Senior Management Meeting).