

- 1 Deliver results. Don't just pleasantly accomplish activities.
- 2 Solve problems. Don't merely point them out.
- **3 Learn new stuff.** Don't settle for being comfortable.
- 4 Experience the customer's world. Don't just observe it.
- 5 Provide value. Don't simply do the job.
- 6 Think abundantly. Don't fall into the scarcity trap.



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