1   Establish a shared vision.
2   Get their heads into the game.
3   Create a multi-release technology plan.
4   Don't flip the bozo bit.
5   Use scouts.
6   Watch the ratio.
7   Use feature team.
8   Use program managers.
9   Be an authority, not an authority figure.
10   Alone? A market without a competitor ain't.
11   Dead heat? Break out of a feature shoot-out.
12   Behind? Ship more often with new stuff.
13   Ahead? Don't ever look back.
14   Take the oxygen along.
15   Enrapture the customer.
16   Find the sweet spot.
17   It's relationship, not a sale.
18   Cycle rapidly.
19   Go for greatness.
20   State your theme.
21   Minimize dependencies.
22   Propitiate the gods.
23   Portability is for canoes.
24   Design time at design time.
25   Don't accept dictation.
26   Now go play.
27   Be like the doctors.
28   Remember the triangle Features, Resources, Time.
29   Don't know what you don't know.
30   Don't go dark.
31   Beware of a guy in a room.
32   If you build it, it will ship.
33   Get to a known state and stay there.
34   Use ZD milestones.
35   Nobody reaches the ZD milestone until everybody does.
36   Every milestone deserves a no-blame postmortem.
37   Stick to both the letter and the spirit of the milestone.
38   Get a handle on "normal."
39   A handful of milestones is a handful.
40   Every little milestone has a meaning (story) all its own.
41   Look for the natural milestones.
42   When you slip, don't fall.
43   Don't trade a bad date for an equally bad date.
44   After a slip, hit the next milestone, no matter what.
45   A good slip is a net positive.
46   See the forest.
47   The world changes; so should you.
48   Violate at least one sacred cow.
49   Beta is not the time to change.
50   The Beta is for spin development.
51   Triage ruthlessly.
52   Don't shake the Jello-O.
53   Compete with the superior story.
54   Create a winning image.