



# ***The Fred Factor*** ***How to Make the Ordinary*** ***Extraordinary***

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## **The Mission: Be a Fred**

*...continually create new value for those you live and work with through dedication, passion and creativity.*

## **THE FOUR PRINCIPLES:**

**Everyone makes a difference.** The only question at the end of the day is “What kind of difference did you make?”

**Everything is built on relationships.** Go beyond simply interacting with customers and colleagues to build relationships.

**You must continually create value for others, and it doesn't have to cost a penny.** You can replace money with imagination. The objective is to *outthink* your competition rather than *outspend* them.

**You can reinvent yourself regularly.** No matter what job you hold, what industry you work in or where you live in the world, you wake up every morning “*tabula rasa*,” with a blank slate, and you can make your business and your life anything you choose.

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