

The 10 Principles of Chelsea Rhone

Fly the plane.

Aircraft emergency checklists place this as the #1 priority. Take a moment to think about your fundamental duty. Do not waiver from it. Read the instruments. Maintain focus. Don't get lost in the details.

Don't believe everything you think.

Practice an open mind. Successful people and thriving companies honestly evaluate current practices. Complacency is the enemy of greatness.

Consider everything a draft.

Things are usable before they're perfect.

You are always training.

Actions reinforce both the actor and the audience. Be deliberate in your work. Everybody is learning by your example.

Trust is an operational requirement.

In our organization, trust is the glue that holds teams, processes and systems together. It is an essential component in our success. We become more effective as an organization when we nurture trust.

Own your ship.

We were introduced to this expression by a cadet at the United States Air Force Academy. Say it slow or say it fast and you'll understand what it means. Act in a way consistent with the understanding that you are responsible for your own actions, the good and the bad.

Gratitude and optimism are force multipliers.

Act positively. Positivity increases the power of one into the power of many. Do not suffer in silence the bad attitudes of others.

Listen first.

Our business is built on relationships with providers, brokers, association partners and staff. When someone is talking to you, listen to them. What they have to say is important. Talking is optional, but listening is not.

Speak directly: we can take it.

The simpler the better.

People are counting on you.

Everyone counts in our organization. Respect others as they respect you. Do your work as promised.