Discipline 1: Build a Cohesive Leadership Team
Cohesive teams build trust, eliminate politics, and increase efficiency by...
- Knowing one another’s unique strengths and weaknesses
- Openly engaging in constructive ideological conflict
- Holding one another accountable for behaviors and actions
- Committing to group decisions

Discipline 2: Create Clarity
Healthy organizations minimize the potential for confusion by clarifying...
- Why do we exist?
- How do we behave?
- What do we do?
- How will we succeed?
- What is most important, right now?
- Who must do what?

Discipline 3: Over-Communicate Clarity
Healthy organizations align their employees around organizational clarity by communicating key messages through...
- Repetition: Don’t be afraid to repeat the same message, again and again
- Simplicity: The more complicated the message, the more potential for confusion and inconsistency
- Multiple mediums: People react to information in many ways; use a variety of mediums
- Cascading messages: Leaders communicate key messages to direct reports; the cycle repeats itself until the message is heard by all

Discipline 4: Reinforce Clarity
Organizations sustain their health by ensuring consistency in...
- Hiring
- Managing performance
- Rewards and recognition
- Employee dismissal