

A LINCHPIN IS...

THE BEST STRATEGY

DO WORK THAT MATTERS

EXCELLENCE

EXCELLENCE

"The linchpin insists on making a difference, on leading, on connecting with others and doing something I call art. The linchpin is the indispensable one, the one the company can't live without. This is about humanity, not compliance."

- Seth Godin

"Faith in yourself, in your friends, in your colleagues and most of all, faith in your ability to impact our future is the best strategy I know."

- Seth Godin

"The good news is that more than ever, value accrues to those that show up, those that make a difference, those that do work that matters."

- Seth Godin

"Excellence means that you're indispensable. At least right now, in this moment, there's no one else I would choose but you."

- Seth Godin

"Excellence isn't about meeting the spec, it's about setting the spec. It defines what the consumer sees as quality right this minute, and tomorrow, if you're good, you'll reset that expectation again."

- Seth Godin

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"Fear for a linchpin is a clue that you're getting close to doing something important."

- Seth Godin

"Cogs see a job, linchpins see a platform. Every interaction, every assignment is a chance to make a change, a chance to delight or surprise or to touch someone."

- Seth Godin

"As our society gets more complex and our people get more complacent, the role of the jester is more vital than ever before. Please stop sitting around. We need you to make a ruckus."

- Seth Godin

"Our job is to make change. Our job is to connect people, to interact with them in a way that leaves them better than we found them, more able to get where they'd like to go. Every time we waste that opportunity, every page or sentence that doesn't do enough to advance the cause is a waste."

- Seth Godin

"Linchpin is Purple Cow for people. Someone worth talking about, someone crossing the street to say hello to, someone who refuses to be an interchangeable cog in a vast machine. This isn't easy to do, which is precisely why it's worth so much."

- Seth Godin

FEAR IS A CLUE

THE LINCHPIN VIEW

MAKE A RUCKUS

MAKE CHANGE

PURPLE COW FOR PEOPLE