1. **Sweep the Sheds**
   Never be too big to do the small things that need to be done.
   Before leaving the dressing room at the end of a game, all the players stop and tidy up. They literally and figuratively ‘sweep the sheds’, an example of personal humility, a cardinal All Blacks value.

2. **Go for the Gap**
   When you're on top of your game, change your game.
   The philosophy and focus on continual improvement and continuous learning leaves no room for complacency.

3. **Play with Purpose**
   Ask ‘Why?’
   Better people make better All Blacks is a core belief, and understanding ‘Why?’ identifies the purpose of being an All Black. The power of purpose galvanises individuals in an organisation, what's the purpose of yours?

4. **Pass the Ball**
   Leaders create leaders.
   Shared responsibility means shared ownership, a sense of inclusion unless individuals, and collaboration means advancement as a team.

5. **Create a Learning Environment**
   Leaders are teachers.
   For the All Blacks, leaders are learners, are teachers, as Jaco Peyper, former captain said: Get up everyday and be the best you can be. Never let the muscle die in you.

6. **No Dickheads**
   Follow the whanau.
   The All Blacks select on character over talent, which means some promising players never pull on the black jersey - because they don't have the right character.

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**NO ONE IS BIGGER THAN THE TEAM**

**THE TEAM ALWAYS COMES FIRST**

7. **Embrace Expectations**
   Aim for the highest cloud.
   A culture of expectation enables the asking and re-asking fundamental questions: how can we do better? Taking risks and responsibilities is one of the skills you learn from rugby, a contest of strength, skill and intelligence.

8. **Train to Win**
   Practice under pressure.
   The philosophy means finding ways to do more by preparation and practice. There’s a Maori saying: the way the sapling is shaped determines how the tree grows.

9. **Keep a Blue Head**
   Control your attention.
   One minute can decide the outcome of a game, as it can the outcome of a business situation. Avoiding poor decision making under pressure is vital.

10. **Know Thyself**
    Keep it real.
    Honesty drives better performance, attributed to Socrates, the phrase know thyself, is a key tenet of All Blacks philosophy, believing in development of the authentic self is essential to performance.

11. **Invent your own language**
    Sing your world into existence.
    It is a system of meaning that everyone understands, a language and vocabulary, a set of beliefs that bind the group.

**HUMILITY RESPECT EXCELLENCE**

12. **Sacrifice**
    Find something you would die for and give your life to it.
    Don’t be a good All Black, be a great All Black. Give everything you have – than a little bit more.

13. **Ritualise to Actualise**
    Create a culture.
    Rituals reflect, remind and reinforce the ballast system to rekindle their collective identity and purpose.

**AU, AU, AUE ATI! - IT'S OUR TIME! IT'S OUR MOMENT!**

**THE FINAL LINE OF THE HAKA**

14. **Be a Good Ancestor**
    As the sun shines on you for this moment, this is your time. It’s your obligation and responsibility to add to the legacy— to leave the jersey in a better place. The legacy is more intimidating than any opposition.

15. **Write Your Legacy**
    This is your time.
    When a player makes the All Blacks, they're given a small black book. The first page shows a jersey from the 1920s Originals, the first tour. On the next page is another jersey, that of the 1924 Invincibles, and thereafter, pages of other jerseys until this present day. The rest of the pages are blank, waiting to be filled, by the player himself.

**MANY OF US ARE MORE CAPABLE THAN SOME OF US, BUT NONE OF US IS AS CAPABLE AS ALL OF US. **

**THE ALL BLACKS SHOW IT IN EVERY GAME. MAKE SURE YOUR BUSINESS HAS THIS HEART BEAT TOO**