

Code of Conduct

Tales of the Roller Coaster of LIFE

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Scott was a CEO for Europe at an Investment firm, a cyclist, a man who saw the attack on the World Trade Center and ran for his life from the World Trade Center. He spoke regularly at Davos. He has seen many highs and lows and this book is a summation of that incredible journey. He lives in America.

We all have ups and downs, some steep, some gradual, some start high, some start low, the highs and the lows vary greatly for each of us.

Today there is more freedom of choice than ever before. That's terrific, but we need to be mindful of the person we want to be.

We don't want to live a life with little or no behavioral guardrails and regret later in life.

Religion has been one of the central frameworks throughout history to help followers aspire to behaviors.

The golden rule in all faiths has been “treat others the way you want to be treated”

We are exposed to an agenda driven media and social media that provides visibility to individuals for view count and not role model behavior.

Corporations manage and filter the information we see to influence our behaviors and optimize their value, not ours.

How we act and who we want to become should come from within.

A personalized code of conduct serves a purpose in a modern world, that's why this book with 32 important thoughts.

Wall street was incredibly hierarchical. Senior leaders would dictate the ability of anyone in their teams, it was a developed practice, the body language said it all.

9/11 was a central moment in my life when I had to go down via the stairs and got out before the building collapsed.

The selfless brave earn respect through sacrifice. I saw this with the firefighters on 9/11

At 1028 am from the sidewalk, I watched the North Tower sink.

I asked myself

Why was I spared? What's my responsibility now?

Make your presence better for the planet than the one you inherited.

A lens of compassion is a powerful companion
in life's journey.

Through history, misery seems to require a scapegoat.

Success on the back of years of self perceived failure is tricky to manage.

The people we admire the most are humble. Humble people have the confidence to let their actions and contributions suffice for their own personal satisfaction.

“Humility is the foundation of all other virtues”

If Corporate America invested the time to create hiring programs that addressed unconscious bias, they would all benefit from a more competitive economy.

Diversity and Inclusion efforts are too often implemented as marketing and branding ideas.

The land of opportunity rests on our
commitment to it.

Understand risks, but know that you cannot get anywhere without taking them.

Enduring pain is something that is required to get to many of life's finish lines.

Universities are gateways to opportunity, the best universities provide the widest aperture of career choices.

Your reputation on Wall Street is highly correlated to never making a mistake, it is the cornerstone of your credibility.

Delegation is a requirement of life, a team gets more accomplished than the individual.

Responsibility and accountability go together.

Just because you are invited to something doesn't mean you belong there, you need to prepare to be there and contribute.

Achievement stands on the foundation of preparedness.

If something merits time, it merits presence.

My wife Isabelle is a diamond, she has a macro lens on life, has wonderful processing capability

Mediocrity is the lollipop of life, one lick and you suck forever.

Construct a portfolio approach to life, define each of the aspects of life you want to dedicate time to.

Balance can lead to a life with constant fireworks of happiness and fulfillment.

Passing on your values to the next generation is at the core of the civilized cycle of life.

Meaning and purpose in life contributes to happiness.

Life is filled with happiness, pursue it unapologetically.

US taxpayers have contributed \$700 billion to about 1000 companies over years. Any company that seeks a bailout should be fired of its CEO, board and the CEOs direct reports.

Think through where leverage exists, from there, much of the right strategy will fall into place.

Wisdom requires three elements:

- having experiences that contribute and enrich
- ability to tailor advice it suit the needs of the person and
- the capacity to care.

Parents are biologically coded with wisdom for their children. Use it.

Communication differences are grounded in varying geographic, social and cultural foundations.

Words and body language matter, so does context.

Focus on the intent of communication to understand the message.

Life is fragile, it can end at any given moment,
that's humbling.

Be deliberate and purposeful in how you live your life. Live a grateful life. See the beauty in everything.

Live everyday knowing one will be your last