



ONE FOUNDATIONAL MOTIVATION

The existential need to be the absolute best at whatever you do

To operate in an OE fashion, you need to feel that the results you deliver are inextricably linked to who you are as a person, and thus, you are invested in doing absolutely whatever it takes to achieve OE results and be the best.

You are willing and able to do things others deem crazy or impossible. Leaders with this mindset recognize that all success is only temporary and are driven by their hunger to be the best EVERY SINGLE DAY.



The existential need to be the absolute best manifests in **FOUR KEY WAYS**

Insatiable impatience for action:

Because of their existential need to be the best, these leaders recognize that **if they aren't working on a problem, they are falling behind someone who is**. They also know that the only way to make progress on a problem is to **personally own the outcomes** and take **daily action, and learn from it**; They don't hide behind the fiction that they can think and plan their way to a solution. They **start trying things and iterate from there**.

Fanatical drive for edge:

The OE mindset requires you to not only remain vigilant, with a **productive paranoia around where things might be off track** but to be equally driven to get to a **differentiated enough insight to create a competitive advantage**. Leaders with the OE mindset know that you can't achieve extraordinary results without **True Edge**, developing a unique and differentiated mousetrap that is Extremely hard to replicate.

Deep-seated confidence:

The OE Mindset requires enormous **confidence in your own ability** to solve any problem that is put in front of you. **These problems are not solved through creative genius or a brilliant insight, but by breaking them down into pieces, trying something, learning, and pivoting**. OE mindset leaders don't spin; they **make decisions and move forward** with confidence; they know that a quick decision, even if wrong, allows for forward progress, and you can always reverse direction if needed. If you are scared you might not be able to solve a problem, you are more likely to avoid it with "planning" and "strategizing" causing you to spin.

Genuine belief & commitment:

Leaders with an OE mindset are deeply **bought into the OE approach** to creating value. They **don't fight the system or try to bring just a "best practice" approach** from somewhere else. They aren't frustrated by the journey. When something feels "crazy" they think, "I must not understand yet" rather than "this is wrong." When the challenges of being OE rear up, their **existential need to be the absolute best supersedes the temptation to settle** for the easy answer.

A gameplan for the outrageously**EXTRAORDINARY**

The secret to achieving outsized success in a world where most fail to realize their potential



**Drive for the extraordinary.
Set a calculated, unimaginably
high bar in a game worth playing.**

Courageous leaders achieve outrageous success by aspiring to solve the most impactful problems. They might not end up where they planned, but they will accomplish more than they dreamed possible.

**Lead with a relentless desire
to know more. Go deeper
to see what others don't.**

Winning in an intensely competitive marketplace demands boundless curiosity, unvarnished feedback, and continuous debate to beat the odds and uncover extraordinary, groundbreaking insights.

**Be an explorer, not a tour guide.
Move with confidence down
an uncharted path.**

Explorers are comfortable being uncomfortable. They boldly venture into unknown territory where their own expertise and familiar playbooks are not enough. They build an unstoppable team, consult experts, and figure it out as they go.

**Get smarter every day.
Iterate rapidly, identify the gaps,
& pivot intentionally.**

The path to the extraordinary is never straight. Great leaders know that obstacles and wrong turns are inevitable. But their eyes are always wide open. They constantly learn from what they're doing. Searching for the smoke, striking it out, and setting a new course every day.



SUCCESS DRIVERS

What it takes to successfully lead at SharkNinja

Our mindset characteristics



Principles of Leadership

A detailed handbook for how to excel as a SharkNinja leader.

***Shark* | NINJA**



Our five principles of leadership

Great leaders at SharkNinja excel across all 5 Leadership Principles, seeing around corners and achieving breakthrough wins for our entire organization.

