

MAVERICK

The Success Story Behind the
World's Most Unusual Workplace

RICARDO SEMLER

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MAIN IDEA

The heart of the Semco philosophy is:

1. Every company should trust its destiny to its employees.
2. Employees should be treated like responsible adults rather than like children who have to have everything spelled out for them.

In addition, Semco's principles are:

1. Throw away all rule books. They discourage flexibility and comfort the complacent. Encourage people to use their common sense.
2. Employees work best and most productively in an environment in which they are self-governed and self-managed.
3. Sharing information rather than making money is the reason for existence for a successful company.

Semco has managed to achieve two objectives that often conflict -- to make money and to improve the lives of the people who work for it. And, significantly, Semco has developed a more humane, more trusting, more productive, more exhilarating and more rewarding place to work.

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