

## Timeless Principals

Category: Spelling

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The Alternative Board produced an excellent book, *The Timeless Principles of Exceptional Businesses*, which contains short articles by people like me from around the country who run peer boards. I saw somebody refer to it as “Timeless Principals”, and it got me thinking about what that would be.

I suppose that it's somebody who runs a business and has no exit strategy. They think they're going to live forever, and so there's no need to think about anybody else ever replacing them. It's an interesting concept, and while what to do about that mindset is covered in the book, nobody had thought before now of calling them Timeless Principals!