

The Medici Success Framework®

House
Rules



Medici
GLOBAL VENTURES

#1

Water your garden

Cosimo de' Medici regularly spent time at his countryside Villa di Careggi in order to take care of himself. Though he employed many people at his various properties in Italy, at the Villa he watered his own garden. This was his way of calming down, relaxing, and recharging.

#2

Hunt for books

In an age before the printing press was invented, Cosimo de' Medici had to hunt for books and manuscripts all over Europe. He searched for ancient texts on philosophy, theology, and wisdom, finding books in monasteries, convents, and castles. A voracious reader, he built one of the greatest libraries in the known world.

#3

Debate ideas

The Platonic Academy was reborn in Cosimo's home because he wanted to discuss philosophy with intellectuals and scholars of his day. Eleanor Roosevelt said that small minds discuss people, average minds discuss events, and great minds discuss ideas.

#4

Don't jeopardize your family

Cosimo's inner family circle was at the core of his identity and life's mission. He would shun visitors, even important business contacts, if those closest to him needed his attention.

#5

Befriend kings and popes

Cosimo strategically built a network with the influencers and power brokers of his time. He convened private gatherings at his palazzo in Florence for salon conversations and spent lavishly on guests. At one point he hosted more than 1,500 people from different countries in order to bridge the religious gap between the East and the West.

#6

Choose your Donatello

Cosimo de' Medici invested in architects, painters, and sculptors, even inviting them to live in his homes. Every day he would meet with the artist and discuss the progress of his work. Cosimo had an eye for talent and paid generously for the greatest art of the Renaissance.

#7

Unleash force multipliers

Though Cosimo never held official office in the Signoria, the ruling government of Florence, he built a tight network of 17 families who served as force multipliers and representatives of his interests. He intermixed business and family relationships to extend his power.

#8

Pay your way

Cosimo did not come from nobility, but as a businessman he spent his money wisely to elevate his status. He financed the army of Florence to build political power; he donated to churches to build a relationship with the Vatican; and he gave generously to the lower classes to appease the people.

#9

Make bloody decisions

One of Cosimo's core principles was to make the best decision for the people regardless of his own personal discomfort or preferences. Machiavelli commented on the strategies of the Medici reign in his book *The Prince*, which is revolutionary for its insight.

#10

Master the art of selling

Cosimo kept the core business the core business. The Medici Bank and its expansion was his main focus. He constantly sold people on doing business with him and his family, with an eye for the long term.

#11

Feed the need

Throughout his life, Cosimo was known to love his customers more than his products. When the Medici Bank took over the alum mines from the Papal State, it was to please their powerful client rather than focus narrowly on immediate profits.

#12

Systematize for the long run

Cosimo's investments in art and architecture reveal the legacy he wanted to create, one that would endure long after his lifetime. In the same way, he structured his business operations by building on strong partnerships and sustainable systems.

