



Constantly delight
your customers



Seek continuous
discovery and
respond to evolving
customer needs



Deliver meaningful
outcomes frequently



Business and
technology people
work together as one
team

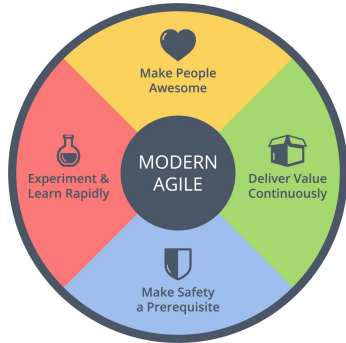


Build products around
motivated, responsible
adults and give them
the freedom to learn
and succeed



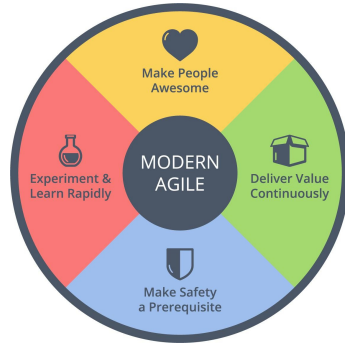
Communicate
directly and honestly,
and preferably
face-to-face

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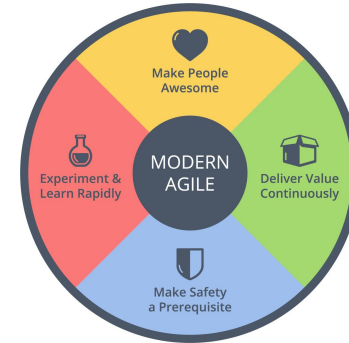
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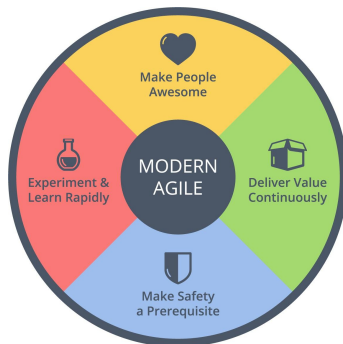
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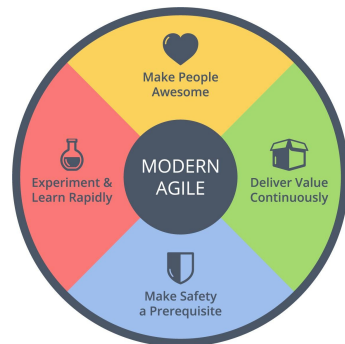
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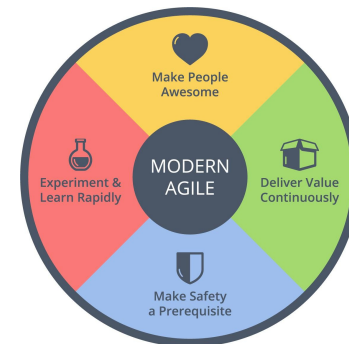
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The primary measure
of progress is
outcomes for our
customers



Maintain a constant
pace and rhythm
indefinitely



Give continuous
attention to
excellence



Simplify - maximise
the amount of work
not done

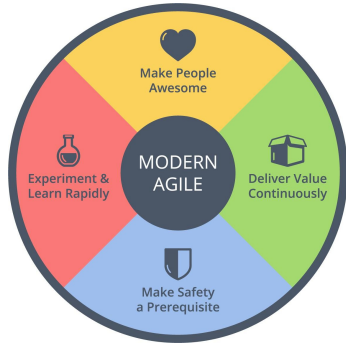


Work in self-
organising and cross-
functional teams



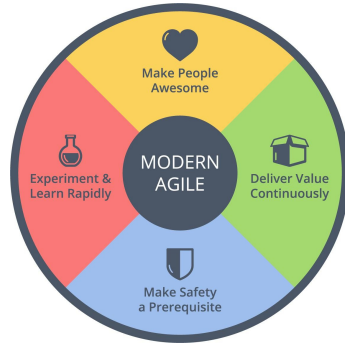
Create a learning
culture: Share
information
transparently, inspect
and tune behaviour

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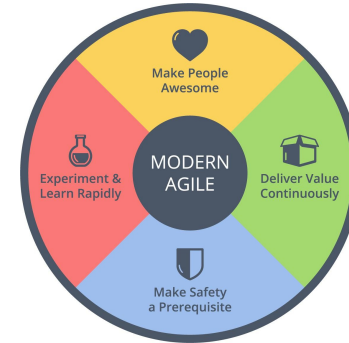
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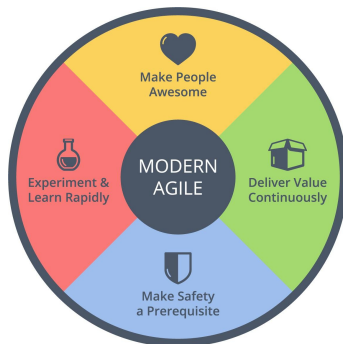
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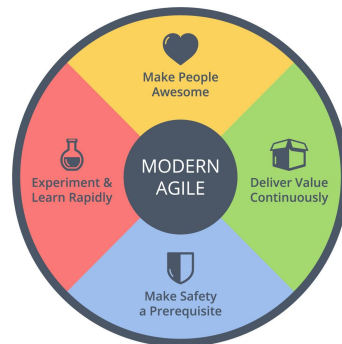
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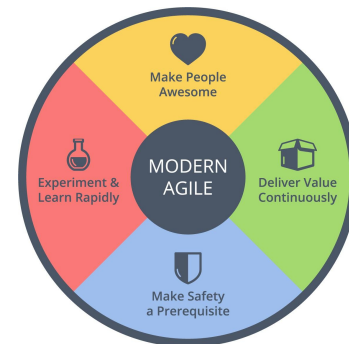
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