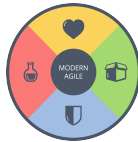


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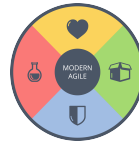
Constantly delight
your customers



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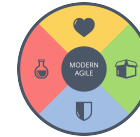
Seek continuous
discovery and
respond to evolving
customer needs



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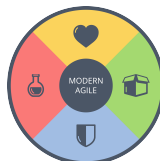
Deliver meaningful
outcomes frequently



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ONE
TEAM

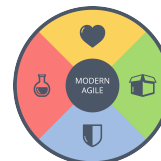
Business and
technology people work
together as
one team



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AUTONOMY
MASTERY
PURPOSE

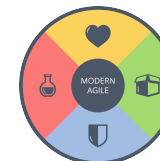
Build products around
motivated, responsible
adults and give them the
freedom to learn and
succeed



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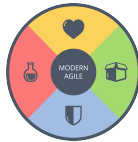
Communicate directly
and honestly, and
preferably
face-to-face



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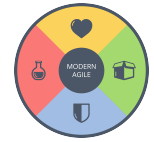
The primary measure of progress is outcomes for our customers



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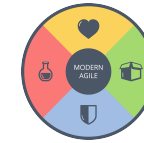
Maintain a constant pace and rhythm indefinitely



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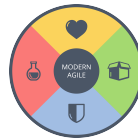
Give continuous attention to excellence



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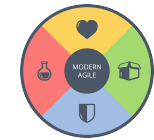
Simplify - maximise the amount of work not done



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Work in self-organising and cross-functional teams



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

