The OnStrategy Manifesto

Successful strategy is more than simply achieving business goals. It’s an expression of values shared across every individual and every team throughout an organization. And it separates those who achieve it and those that don’t.

Simplicity
Simple is harder to achieve than complex.

Purpose
If it doesn’t advance the strategy, it isn’t pursued.

Structure
It doesn’t stifle creativity, it allows it to thrive.

Engagement
Your employees’ perspective of success is only half the picture. The perspective of customers completes it.

Communications
Be on the same page. Speak the same language. Move in the same direction.

Ownership & Accountability
Accept responsibility and be accountable for your actions.

Agility
Think. Respond. Adjust.

Every day we integrate these disciplines into how we think and interact. They are guiding principles influencing the tools we build and the services we deliver. It’s a continuous process of excellence. We learn and we improve, both for ourselves and the organizations we help.