



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

An organization's 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.

