

# 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.