

```
/* import EmbossedBrandMark from "@/components/EmbossedBrandMark" */
```

1) Decisions

- **Facts first:** single source of truth; date every number.
- **Owner and deadline:** one accountable person; one explicit date.
- **Reversible vs. irreversible:** bias to speed on reversible calls.

2) Cadence

- **Daily:** status, blockers, risks (15m).
- **Weekly:** outcomes scored, lessons captured, next 3 (45m).
- **Monthly:** standards review, debt burn-down, runway check.

3) Communication

- **Write it down:** decisions, assumptions, follow-ups.
- **No triangulation:** speak to, not about.
- **Plain English:** short, dated, action-oriented notes.

4) Workmanship

- **Definition of done:** clear acceptance criteria, demoable.
- **Durability:** simple, testable, documented.
- **Name:** work that carries your name must be worth keeping.

5) Security

- **Least privilege:** access by role; revoke on exit same day.
- **Keys and secrets:** rotate quarterly; never in chat or code.
- **Incident drill:** who calls whom; first hour playbook.

6) Release Discipline

- **Branch, test, tag:** no ad-hoc deploys; rollback ready.
- **Notes:** concise change log with risks and smoke checks.
- **Post-mortems:** blameless, dated, with two preventions.

Use in onboarding - quarterly reviews - incident retros. /* <EmbossedBrandMark src="/assets/images/abraham-logo.jpg" alt="Abraham of London Standard Mark" width={40} height={40} effect="emboss" baseColor="transparent" /> */