Communication	Be transparent *(a bias towards open)*	Focus on high situational awareness *(understand what is being considered)*	Use a common language *(necessary for collaboration)*	Challenge assumptions *(speak up and question)*
Development	Know your users *(e.g. customers, shareholders, regulators, staff)*	Focus on user needs	Think fast, inexpensive, restrained and elegant (FIRE, formerly FIST)	Remove bias and duplication
	Use appropriate methods *(e.g. agile vs lean vs six sigma)*	Focus on the outcome not a contract *(e.g. worth based development)*	Be pragmatic *(it doesn't matter if the cat is black or white as long as it catches mice)*	Use standards where appropriate
	Use appropriate tools *(e.g. mapping, financial models)*			
Operation	Manage inertia *(e.g. existing practice, political capital, previous investment)*	Optimise flow *(remove bottlenecks)*	Think small *(as in know the details)*	Effectiveness over efficiency
	Do better with less *(continual improvement)*	Set exceptional standards *(great is just not good enough)*	Manage failure	
Structure	Provide purpose, mastery & autonomy	Think small *(as in teams)*	Distribute power and decision making	Think aptitude and attitude
	Design for constant evolution	There is no one culture *(e.g. pioneers, settlers and town planners)*	Seek the best	
Learning	Use a systematic mechanism of learning *(a bias towards data)*	A bias towards action *(learn by playing the game)*	A bias towards the new *(be curious, take appropriate risks)*	Listen to your ecosystems *(acts as future sensing engines)*
Leading	Be the owner *(take responsibility)*	Move fast *(an imperfect plan executed today is better than a perfect plan executed tomorrow)*	Think big *(inspire others, provide direction)*	Strategy is iterative not linear *(fast reactive cycles)*
	Strategy is complex *(there will be uncertainty)*	Commit to the direction, be adaptive along the path *(crossing the river by feeling the stones)*	There is no core *(everything is transient)*	Be humble *(listen, be selfless, have fortitude)*
	Exploit the landscape			

Amber warning

My areas of concern are :-

Design for constant evolution
When someone talks about how the *"organisation was recently restructured"* then this is a signal to me that the organisation didn't cope with constant evolution. They may have reformed to a structure which now does but I see no evidence one way or the other.

Think small (as in teams)
Given the above, the discussion on how the *"digital group will expand significantly over the next two years"* raises an eyebrow. I'd want to know more, are we talking about a hefty department or some cell based way of operating (e.g. two pizza).