

# WE HAVE 3 GUIDING PRINCIPLES



## Deep Expertise

### Why do we want this?

- Without deep expertise, we will execute on the wrong problem, engage in the wrong markets, lack native intuition, and fail at pattern recognition to solve problems generally.

### What is the expectation?

- All our employees and leaders should be able to dive into the details and become experts in relevant technologies, operations, regulations, data, and customer problems at any time and in any setting.

Deep Expertise > Pattern Recognition > General Problem Solving > Reduce Repetitive Work

### THE GENERAL PROBLEM



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## High Velocity Execution

### Why do we want this?

- There is no success without execution. Executing at a fast pace allows us to deliver long term compounded value to our customers.

### What is the expectation?

- Be a high agency person. Take ownership. Don't sit and wait for others to tell you what to do. Be proactive, not reactive. Take responsibility for your work, career, and job. You are responsible for yourself. A person waiting for someone else to manage them, their job, and their career slows down execution. A high agency person increases velocity and reduces friction, bureaucracy, and politics.
- Be direct and professional with your communication. Obtuse communication will waste time and increase political bickering.
- High-velocity execution requires quality assurance to minimize errors and maintain trust. We must excel at quality assurance and project management, including organizing our task lists, tracking issues, managing customer to-dos, crafting great email subject lines, and using appropriate file/folder names among other details.



## Customer Success

### Why do we want this?

- Internal champions at customers put their reputation and jobs on the line to buy from us. We have to exceed the trust placed in us. If our customers are not successful using our solutions, they won't renew with us, and that will put us out of business. Making a sale to a customer is the start of a long-term relationship where we have to drive success to meet their objectives constantly.

### What is the expectation?

- Immerse yourself and build expertise in your customer's environment, including thinking about your customer's customer. Live and Breathe their Job To Be Done (JTBD), goals and priorities. Go above and beyond our promise and do what it takes to make the customer successful and achieve their goals. Focus on the long term over the short term to build trust. Drive much more value than what customers pay.
- Respond quickly to customer questions, issues, and resolutions.
- Maintain utmost confidentiality and security over customer data and operations.