**1. Software is your primary goal**

**→** To produce high-quality software

**2. Minimize modeling**

**→** Model only what is needed, clear, simple and complete

**3. Next effort is your secondary goal**

**→** Software code matters but models support design

**4. Embrace change, change incrementally**

**→** Quickly adapt, model in steps, validate as needed

**5. Model with a purpose**

**→** Model to understand and communicate

**6. Build multiple models**

**→** Model only key aspects, enough to address the issue

**7. High quality models, get feedback**

**→** Avoid errors, get quick feedback from users and team

**8. Focus on content, not representation**

**→** Use modeling tool wisely, focus on purpose, not polish

**9. Communicate and learn from each other**

**→** Collaborate openly, value team input on all models

**10. Know your models and how to use them**

**→** Agile models require skill, know when and how

**11. Adapt to specific project needs**

**→** Fit each project's context

**12. Maximize stakeholder ROI**

**→** Prioritize stakeholders

Model to understand and communicate