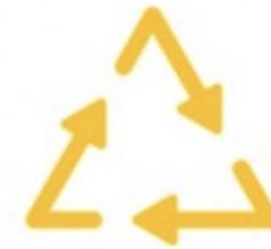
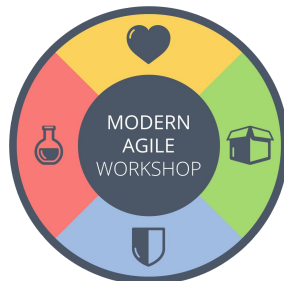
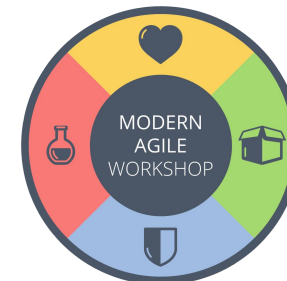
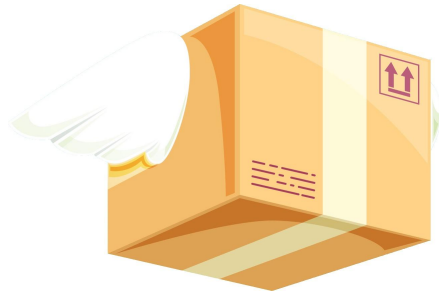


Constantly
delight
your customers

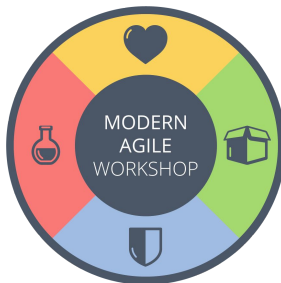


Seek continuous
discovery and
respond to
evolving
customer needs

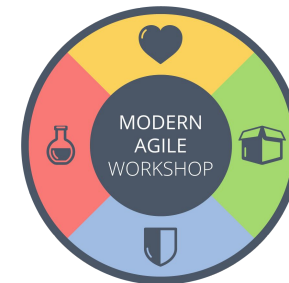




Deliver
meaningful
outcomes
frequently

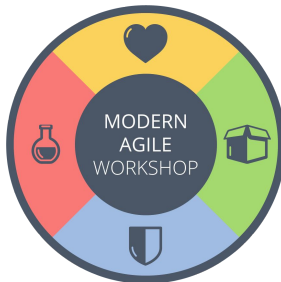


Business and
technology
people work
together as one
team

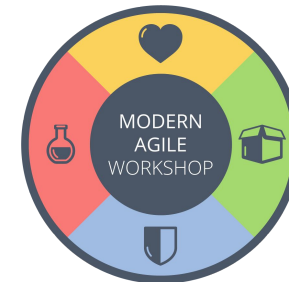




Build products around
motivated, responsible
adults and give them
the
freedom to learn and
succeed

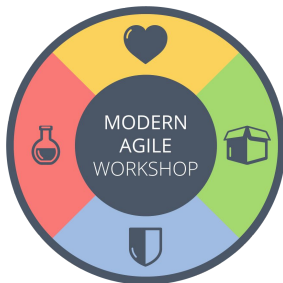


Communicate
directly and
honestly, and
preferably
face-to-face

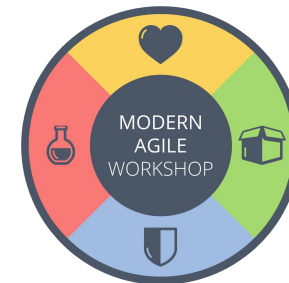




The primary
measure of
progress is
outcomes for our
customers

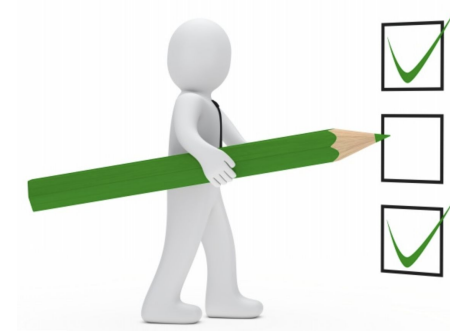
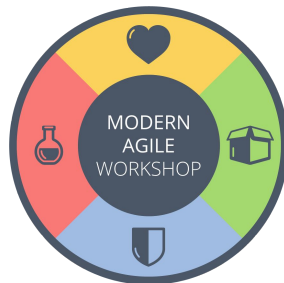


Maintain a
constant pace
and rhythm
indefinitely

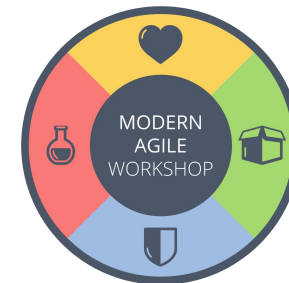




Give continuous
attention to
excellence

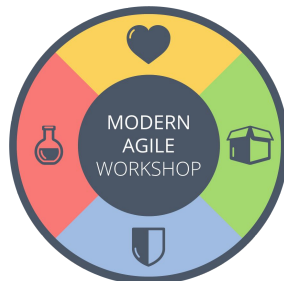


Simplify -
maximise
the amount of
work not done



π

Work in
self-organising
and
cross-functional
teams



Create a learning
culture: Share
information
transparently,
inspect and tune
behaviour

