Seeds Soil



Transparency ensure everyone understands personal





Reduce /
eliminate the
distinction
between
"business" and
"development



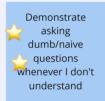






intrinsic motivation to learn & work







Cultivate dev team committment to owning and shaping the culture over the long term through reciprocally breaking and reshaping frame

Culture docs explain the
norms,
expectations,
etc.



