

MY 7 PRINCIPLES

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Every function in a business that wants to grow today should have an entrepreneurial mindset.

You must:

1. Make decisions based on **data**.
Know which data you need, how to get it, and how to interpret it.
2. Know how to test your assumptions and ideas **scientifically**.
3. **Pre-design failure** so that if it happens it would bring you the maximum amount of validated learning.
4. Be strategically **focused**.
Know where you want to be 10 steps ahead.
5. Learn how to build in increments, quickly with **limited waste**.
6. Every activity you carry must be part of an ecosystem that **adds value** to the business.
7. And most importantly:
Always make your goal to create value for **your customer**.
Get real-world data about what they need.

It's a nature you should acquire if you wish to grow and create value in a world of disruption, noise and fast change.

Own your work proactively like you own a startup.