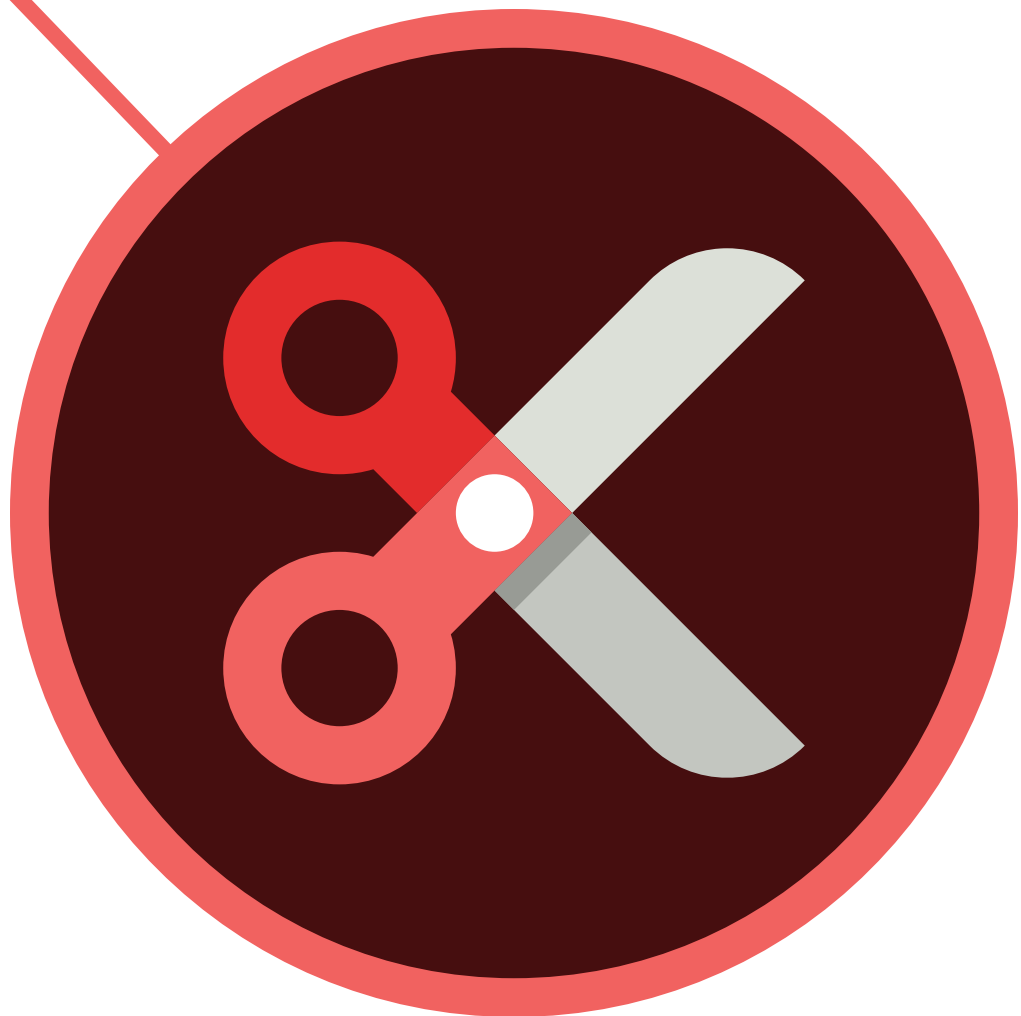


LEAN PRINCIPLES



ELIMINATE WASTE

If your customer wouldn't pay for it, it's waste. Be on a quest to eliminate all waste the law will allow.



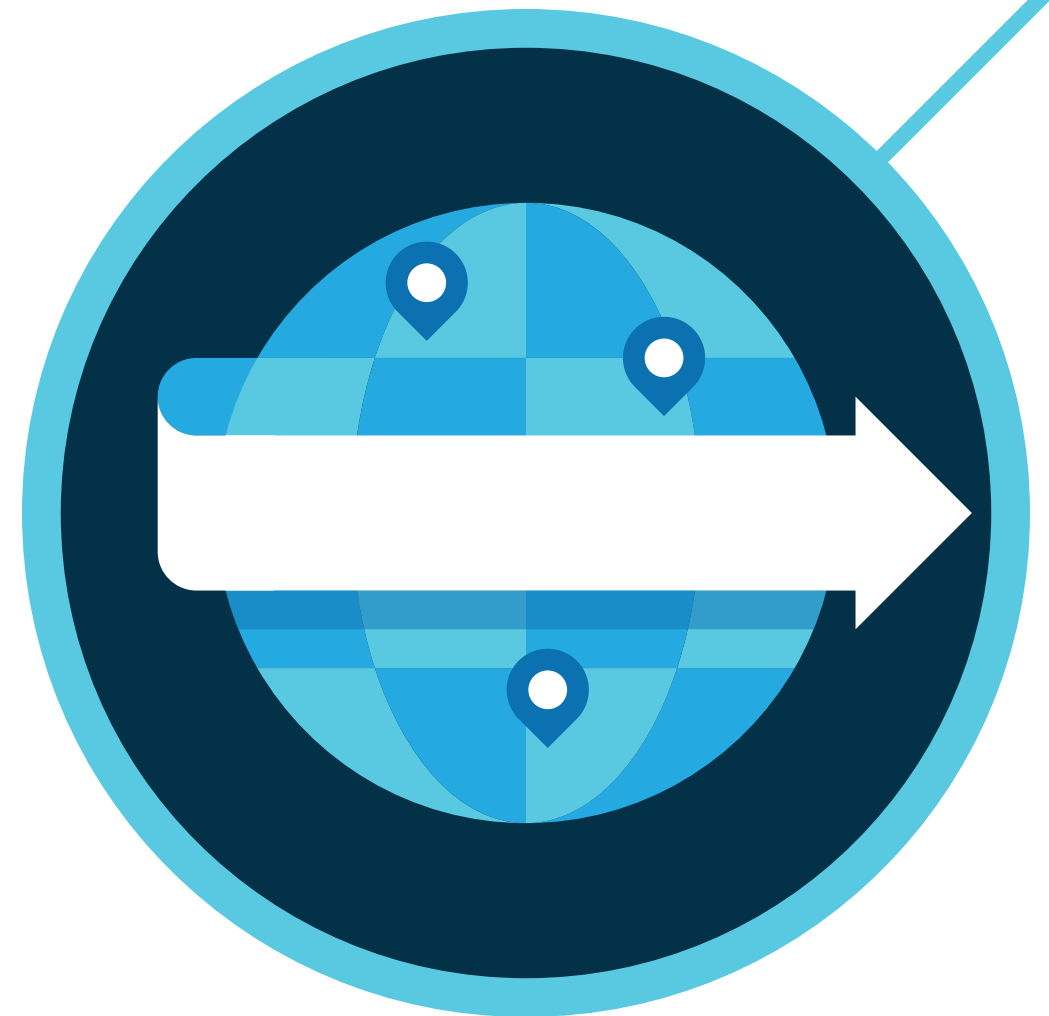
DELIVER FAST

Learning truly begins when the customer gets the product. Deliver to them as quickly and iteratively as you possibly can. No. Faster.



OPTIMIZE THE WHOLE

Your company is a value stream from concept to cash. Optimize that flow not the workings of individual departments.



RESPECT PEOPLE

An innovative, profitable company relies entirely on the brains and hearts of its employees. They must have autonomy, mastery & purpose.



CREATE KNOWLEDGE

When creating new products & services, we create and retain new knowledge through the process of doing in stable teams.

DEFER COMMITMENT

Defer irrevocable decisions as long as possible. Invest in processes and tools that make ever more decisions revocable.

BUILD QUALITY IN

Use testing to fix your process not your product. Use automation and standard processes to make errors ever less possible.