The Seven DA Principles

Be Awesome

Enterprise Awareness

Pragmatism

Delight Customers

Optimize Flow

Context Counts

Choice is Good

Delight Customers
Successful organizations offer great products and services that delight their customers.

Systems design tells us to
- build with the **customer in mind,**
- **work with them closely,**
- build in **small increments,** and
- then **seek feedback**

so that we better understand what will delight them.

As solutions evolve, we know our **stakeholders will change their minds** as they learn.

Be Awesome
Awesome employees make awesome teams, and awesome teams **build quality from the very beginning.**

What does awesome look like?
- Act in a way that **earns respect and the trust** of colleagues.
- This leads to **collaborating** by **sharing information, offering help, asking for help** when needed, and actively participating on a team.
- Then, demonstrate **active learning** by **mastering specialist skills** and looking for opportunities to not only expand on that knowledge, but also keep going beyond the current specialty.
- Continue to **focus on the team** to **prevent disappointing** them.
- Finally, **improve** and **manage emotional responses** to difficult situations
  Innovation requires diversity, and diversity leads to emotional reactions.

Enterprise Awareness
This awareness involves
- considering the **overall needs of the organization,**
- with a focus on project **outcomes that contribute to the larger goals,** rather than just the project goals.

This thought pattern changes behaviors, as members
- **contact other departments,**
- leverage existing **company assets,**
- follow **common guidance** to ensure quality,
- **share learning across teams,** and
- inspire **reciprocity through transparency**

Pragmatism
DA recognizes the **pragmatic elements of modern work environments** like team distribution, outsourcing, part-time stakeholders, distance or virtual members, employee turnover, and transient workers.

With the recognition that context counts and choice is good, teams **can turn away from purist devotion to process and move toward pragmatism.**

Context Counts
Each team possesses **individual attributes** like skill sets, preferences, and backgrounds.

An **organization** also possesses unique **characteristics** (e.g., operational and regulatory compliance, location, and work cultures).

Examine these contexts and determine the level of impact by dividing them into two factors, those that:
- significantly impact **life cycle** choice and
- motivate choices of **practice/strategies.**

Choice is Good
Different contexts require **different strategies.**

DA can **sit between the extremes of easy-to-follow methods and more advanced methods,** allowing teams to **choose and own processes** that lead to awesome outcomes.

By having lots of options to explore and choose from, teams can **improve their process earlier.**

Optimize Flow
DA recommends strategies for optimizing the flow of work. These strategies include:
- **Frequent delivery** of consumable solutions
- Working in an **enterprise-aware manner**
- **Visualizing work** and using **simplicity to eliminate waste**
- **Improving** the team's **work environment**
- Adopting an **experimentation mindset**
- **Tracking and measuring** based on **context**
- Moving **from temporary** project teams **to long-lived** product teams

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