**Core Principles**

* Why does it exist in the first place?
* Keep it simple stupid (KISS)
* Maintain the vision
* Be open to future
* Others will consume what you produce
* Plan ahead for reuse
* Think

**Communication Principles**

* Listen
* Think before you speak
* Face-to-face communication
* Someone should facilitate the communication
* Negotiation is best
* Collaborate with the customer
* Stay focused
* If something is unclear, draw a picture

**Scheduling Principles**

* Compartmentalization
* Interdependency
* Time Allocation
* Cost Allocation
* Define Outcomes
* Define Milestones

**Deployment Principles**

* Customer expectation from the software product should me managed
* A complete delivery package should be assembled and tested
* A support system must be established before the software is delivered
* Instructional material should be provided to end user
* Buggy software should be fixed first