



human side



objective side



CREATE CLARITY

Purpose & Vision

How we create meaning and alignment

Customers

How we decide who to serve

Strategy

How we plan and prioritize

Values

What we believe and how we aspire to behave

Definition of Success

How we set and follow up on expectations

Value Innovation

How we discover and evolve new opportunities

DO THE WORK

INCREASE CAPABILITY

Leadership

How we scale the capability to create more meaningful outcomes

Personal Growth

How we gain more effective options for our own behavior

Technical Skills

How we develop expertise in our chosen domains

Funding & Finance

How we acquire and wisely use the resources needed to succeed

Team Building

How we create and maintain trust and safety in teams

Partnering

How we create and maintain relationships in larger communities

Hiring & Firing

How we add and remove the right individuals at the right time

Protecting

How we keep the organization safe from threats

TELL PEOPLE
how to
DO THE WORK

IMPROVE the SYSTEM

Safety

How we make it safe for people to explore, connect, and execute

Authority

How we share power and make decisions

Workflow

How we conceptualize, divide, and do the work

Information

How we find, share, and use data

Career Development

How we help people advance

People Structures

How we organize and team

Interaction

How we structure communication, meetings, and commitments

Compensation

How we pay and provide