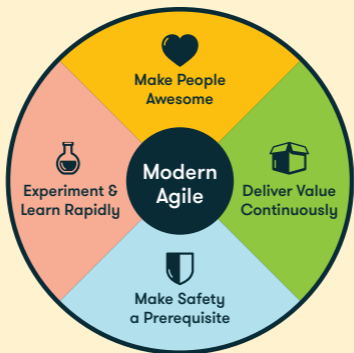




Constantly delight  
your customers.

nomad<sup>8</sup>

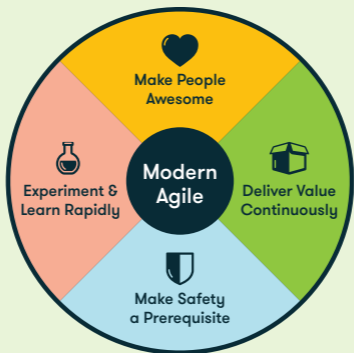


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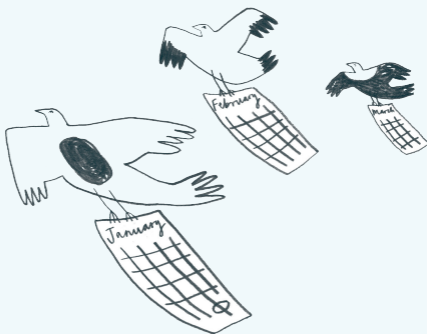


Seek continuous  
discovery and respond to  
evolving customer needs.

nomad<sup>8</sup>

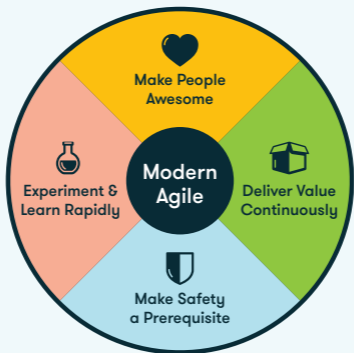


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Deliver meaningful  
outcomes frequently.

nomad8

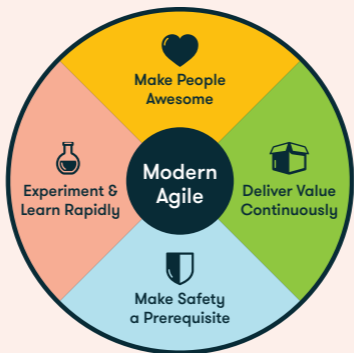


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Business and technology  
people work together  
as one team.

nomad<sup>8</sup>



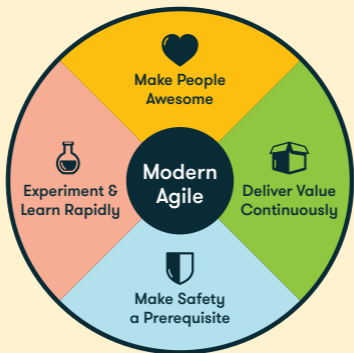
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Build products around  
motivated, responsible  
adults and give them  
the freedom to learn  
and succeed.

nomad<sup>8</sup>

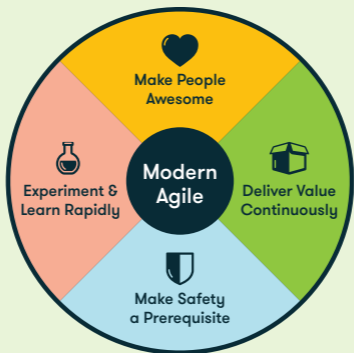


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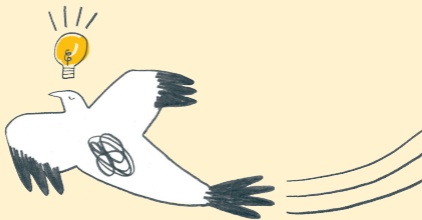


Communicate directly  
and honestly, and  
preferably face-to-face.

nomad<sup>8</sup>

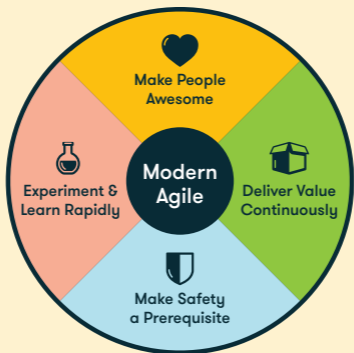


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The primary  
measure of progress  
is outcomes for our  
customers.

nomad<sup>8</sup>

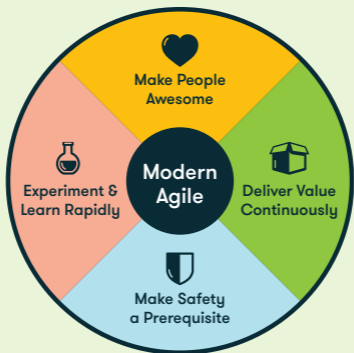


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**Maintain a constant  
pace and rhythm  
indefinitely.**

nomad<sup>8</sup>



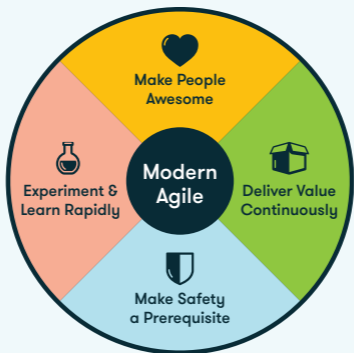
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Give continuous  
attention to excellence.

nomad8

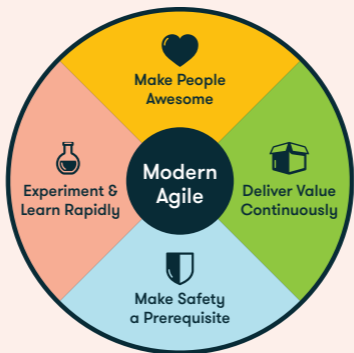


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Simplify - maximise  
the amount of work  
not done.

nomad<sup>8</sup>

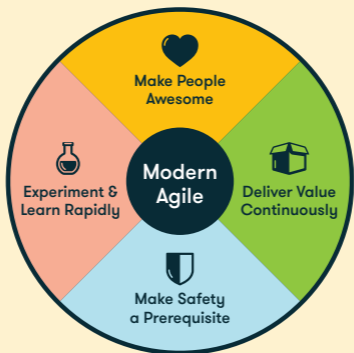


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Work in self-organising  
and cross-functional  
teams.

nomad<sup>8</sup>

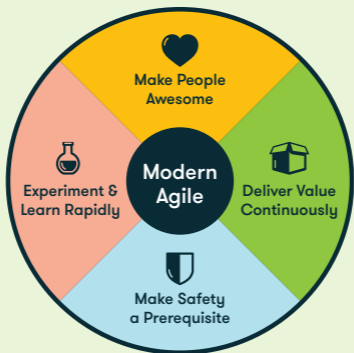


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**Create a learning culture:  
Share information  
transparently, inspect  
and tune behavior.**

nomad<sup>8</sup>



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