

Ensure that everyone understands who the organization or team is serving, why and to what end

...so that people are able to focus and unite their efforts on achieving that purpose.

CLARIFY PURPOSE

Develop a strategy to guide value creation

...so that people share a common direction, and strategy is adapted as necessary to achieve the purpose.

DEVELOP STRATEGY

Focus your daily work on value delivery

...so that the stuff that needs doing to achieve your purpose is done.

FOCUS ON VALUE

Identify, prioritize and respond to impediments and opportunities

...so that you can adapt or pivot as necessary and improve where you can.

SENSE & RESPOND

Run experiments to address complex challenges

...so that you learn how to move closer to where you want to be.

RUN EXPERIMENTS

Free individuals and teams up to create value as autonomously as possible

...so that you can deliver value fast and avoid unnecessary dependencies.

ENABLE AUTONOMY

Co-create and evolve a coherent system to deal with all dependencies

...so that you deliver value fast when dependencies cannot be avoided.

COLLABORATE ON DEPENDENCIES

Ensure the people grow competence and skill

...so that they develop, their contribution remains valuable and the organization can evolve.

INVEST IN LEARNING

Collaborate on fostering a cooperative culture where people achieve their fuller potential

...so that you build and maintain an engaging and productive work environment.

INTENTIONALLY DEVELOP CULTURE

Invest in building shared mental models

...so that people can engage in meaningful dialogue about what's happening and what needs to be done.

BUILD SHARED MENTAL MODELS

