1. Create Transparency at all Levels:

<table>
<thead>
<tr>
<th>No team transparency</th>
<th>Transparency in the team</th>
<th>Partial corporate transparency (excludes some financial and privacy info)</th>
<th>Full corporate transparency</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Full-product Transparency</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Including</td>
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<td></td>
<td></td>
<td>Cross-team transparency</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(sharing roadmaps, blockers, dependencies between teams)</td>
<td></td>
</tr>
</tbody>
</table>

NOTES:

2. Create a Culture of Continuous Improvement with Experiments:

- "By the book": We've always done it this way.
- "Try something": Minimal assessment of results or data
- Strict Experiments with defined metrics or expected results with feedback

NOTES:

3. Practice Pervasive Communication at All Levels:

- One-time Communication (Say it once)
- Pervasive Communication (Repeat message in various ways)
- Overcommunication (Multiple channels, from and to multiple people)

NOTES:
4. Create a project rhythm:

NOTES:

5. Assume Good Intention:

NOTES:

6. Create Resilience Through A Holistic Culture:

NOTES:

7. Default to collaborative work, not solo work:

NOTES: