

Work

- Deliver your best work
- Focus on performance
- Use and share open tools

Deliver your best work

Strive to deliver the best work you can make. Don't accept work you can't be focused on and excel at. Choose specific projects, technologies and markets you can perform in.

Focus on performance

Set realistic goals for each project and measure the outcomes. Sell value and results instead of features, both in consulting and in product development. Always assess the results and aim for efficiency and improvement.

Use and share open tools

Favour open tools that enable you to understand how they work. Give back by contributing to existing projects. Release internal tools, procedures or results that could benefit others.