

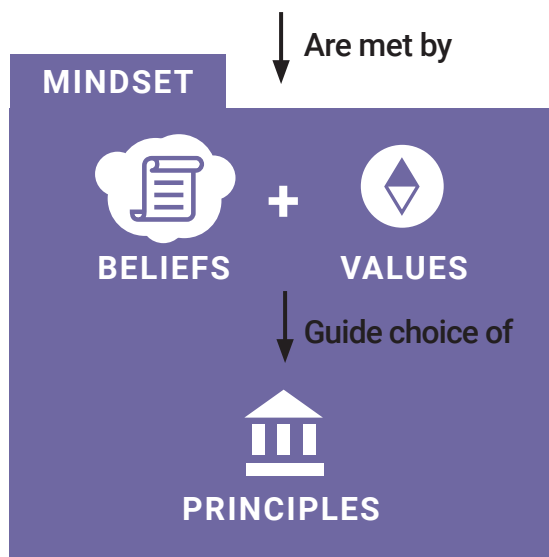
# Mindset:

## Bridging the Why and the How



### Be intentional about how you work:

1. Identify customers, objectives, success & constraints
2. Determine values
3. Choose principles
4. Define tactics & constraints
5. Use & improve
6. Re-evaluate B, V, P & articulate beliefs



### BELIEFS

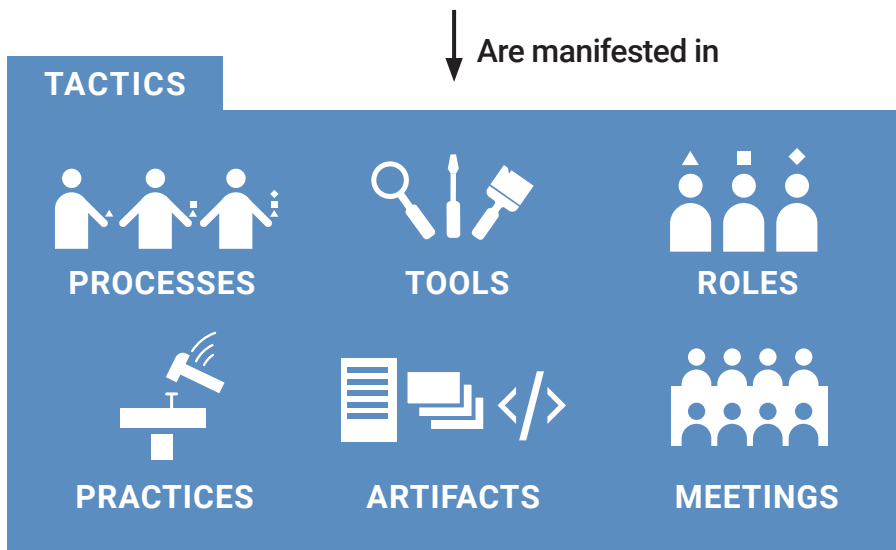
What you hold to be true

### VALUES

What you consider nonnegotiable, most important, or aspirational

### PRINCIPLES

Standards that guide your choices, decisions, and actions



### Be careful:

Jumping straight from objectives to tactics, or starting with “best practices,” rarely leads to a mindset change, and may reduce the likelihood of achieving the objectives.

Way of working = mindset + tactics