

Rules of Engagement

These rules guild your information gathering & action!

Step 01

Everyone is Right - Just Know Why

- Understand that platforms have their shortcomings and benefits. No single platform will give you everything you need.

Step 02

Data Can't Stop Action

- Your data needs to feed action-taking, not halt the ability to take action until there is data. If your team can't keep up, keep moving or get a better team.

Step 03

Always Have an Expectation

- When you align expectations with outcomes in a visual format, you will ensure everyone knows what's expected and whether it was achieved or not.

Step 04

Suck Less - Continuous Improvement

- The easiest thing for data to do is suck less. If you can do that, you will deliver immediate value before tackling bigger things.