

Good Design Is Not Enough

These are the principles that drive us. Every day.

form long-term relationships / **hire** people that are smarter than you / **hire** based on character
build camaraderie / **foster** a mentoring mindset / **focus** on the long view
talk the talk, walk the walk / **build** a strong foundation and strong infrastructure
plan growth carefully / **make** things easy / **focus** on high value work
focus on client relationships / **employ** a no jerks policy / **keep** commitments
be nimble, fast, accurate and flexible / **act** collectively as a group
let designers design, and business people run the business / **learn** from past mistakes
understand that persistence is key to success / **make** the world a better place

