

# 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

