

Beyond Deadlines: Building Client Value for the Long Term
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Pillar #1: Vision/Purpose

1. Vision, mission, and values drive every decision
2. The organization cultivates value on all three levels

Pillar #2: Customer expectations

3. The organization listens—broadly, intently
4. Customer needs and expectations drive standards and development

Pillar #3: Innovation

5. Innovation is part of the culture—100% participation
6. A robust process supports innovation

Pillar #4: Customer advocacy

7. There's a relentless focus on fundamentals
8. There's a clear bias towards action

Pillar #5: Leadership

9. Decisions consider both ROI (returns on improvements) and COI (costs of inaction)
10. The organization celebrates—specifically and often