

↑ Value of Info

- focus on uncertain things
- focus on lowering the cost of delayed info

↑ Learn from Feedback

- “challenge everything” process culture
- systematic, repeating reflection and improvement

↑ New Knowledge

- intensive customer investigation
- concurrent set-based development

Lean Product Development — “Outlearn the Competition”

↑ Data-Driven

- experiment, collect data, adapt based on data— including management
- avoid wishful thinking and speculation of plans and specifications

↓ Cost of Info

- test (etc.) automation
- continuous integration
- ...

↑ Reuse Knowledge

- long mentoring from manager-teachers who are also master engineers
- record experiments in brief, standard format
- teach and require people to use the records