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**[A Manifesto for Small Teams Doing Important Work](https://mccmail.mitchellcc.edu/owa/redir.aspx?SURL=1Jv2TrqRfnCOLXEeFSyHNGVA5_sOC6UExMbOZnMCTLfavJjlyTjTCGgAdAB0AHAAOgAvAC8AZgBlAGUAZABzAC4AZgBlAGUAZABiAGwAaQB0AHoALgBjAG8AbQAvAH4ALwAxADMAOAA3ADEAOQAyADIANQAvADAALwBzAGUAdABoAHMAYgBsAG8AZwB-AEEALQBtAGEAbgBpAGYAZQBzAHQAbwAtAGYAbwByAC0AcwBtAGEAbABsAC0AdABlAGEAbQBzAC0AZABvAGkAbgBnAC0AaQBtAHAAbwByAHQAYQBuAHQALQB3AG8AcgBrAC4AaAB0AG0AbAA.&URL=http%3a%2f%2ffeeds.feedblitz.com%2f%7e%2f138719225%2f0%2fsethsblog%7eA-manifesto-for-small-teams-doing-important-work.html" \t "_blank)**

by Seth Godin

* We are always under tight deadlines because time is our most valuable asset.
* If you make a promise, set a date. No date, no promise.
* If you set a date, meet it.
* If you can't make a date, tell us early and often. Plan B well prepared is a better strategy than hope.
* Clean up your own mess.
* Clean up other people's messes.
* Overcommunicate.
* Question premises and strategy.
* Don't question goodwill, effort or intent.
* "I'll know it when I see it" is not a professional thing to say. Describing and discussing in the abstract is what we do.
* Big projects are not nearly as important as scary commitments.
* If what you're working on right now doesn't matter to the mission, help someone else with their work.
* Make mistakes, own them, fix them, share the learning.
* Cheap, reliable, public software might be boring, but it's usually better. Because it's cheap and reliable.
* Yesterday's hierarchy is not nearly as important as today's project structure.
* Lock in the things that must be locked in, leave the implementation loose until you figure out how it can get done.
* Mostly, we do things that haven't been done before, so don't be surprised when you're surprised.
* Care more.
* Always be seeking outside resources. A better rolodex is better, even if we don't have rolodexes any more.
* Talk to everyone as if they were your boss, your customer, the founder, your employee. It's all the same.
* It works because it's personal.

<http://sethgodin.typepad.com/seths_blog/2016/02/a-manifesto-for-small-teams-doing-important-work.html>

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