

The Virtual-First Manifesto

A Guide To Emerging Stronger On The Other Side

We Believe That:

1. Virtual-first will be *different*, not better or worse
 2. Not everything can or will be done from the home office
 3. Virtual-first will provide as many *new opportunities* as it will destroy old ones
 4. Virtual-first will *redefine* work and what a company is--and is for
 5. *“Central Command & Control”* is unsuited for a virtual-first work force
 6. There is no going back
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We Will Strive To:

- *Take responsibility* for the safety of others, i.e., our stakeholders
- *Design the future* of our companies with a *people-first mindset*, and optimize for profit later
- Reconceive the role of our companies, products, and services with an appreciation of the *new needs* of our employees, customers, suppliers and partners
- *Recalibrate the value exchange* between our companies with our employees
- *Embrace the principles of servant leadership*
 - Encourage diversity of thought
 - Create a culture of trust
 - Demonstrate an unselfish mindset
 - Foster leadership in others