

T H E C O D E

Everyone can contribute. Invite them. Give them resources. Let people try, and fail. And try, and fail. Recognise progress, however small. Move. Collaborate. Play. If you fake it, do it with conviction. Take risks, learn the lessons. Share the responsibility and the glory. Respect those with ethics and values. Value family life and personal passions. Nurture a sense of wider responsibility. Consider the long term effects of what you do. Value experience, encourage craft: it is what we build upon. Let things mature. If you don't like how it's done, do it yourself. Break the rules. Read the manual. If there are no rules, write them, before someone else does. Credit your sources. All of them. Leave room for others to contribute. Connect with your community. Give and accept. Find your roots. Document what you do. Teach. Give others time to document and share. Pay what you can and no less. Take no more than your fair share. Be open about your values and motivations. Be a real person. Understand fear. Give and accept due criticism. Fearlessly. Look after each other. Watch for stress. Not pressure, stress. Cultivate passion, increase diligence, seek excellence. Waste nothing. Resources are finite. Beware distractions. See things through. You're only as good as every job you have ever done. Networks matter. Trust matters. Reputation matters.