

# One Feature at a Time (1FaaS™)



*Overcoming cultural debt  
to deliver ongoing  
customer experimentation*

**Chapter 1** What does good look like?

**Chapter 2** Who is the most important person in the room?

**Chapter 3** Look outside your four walls

**Chapter 4** Look at who is winning

**Chapter 5** Think customer value not project cost

**Chapter 6** May the best idea win

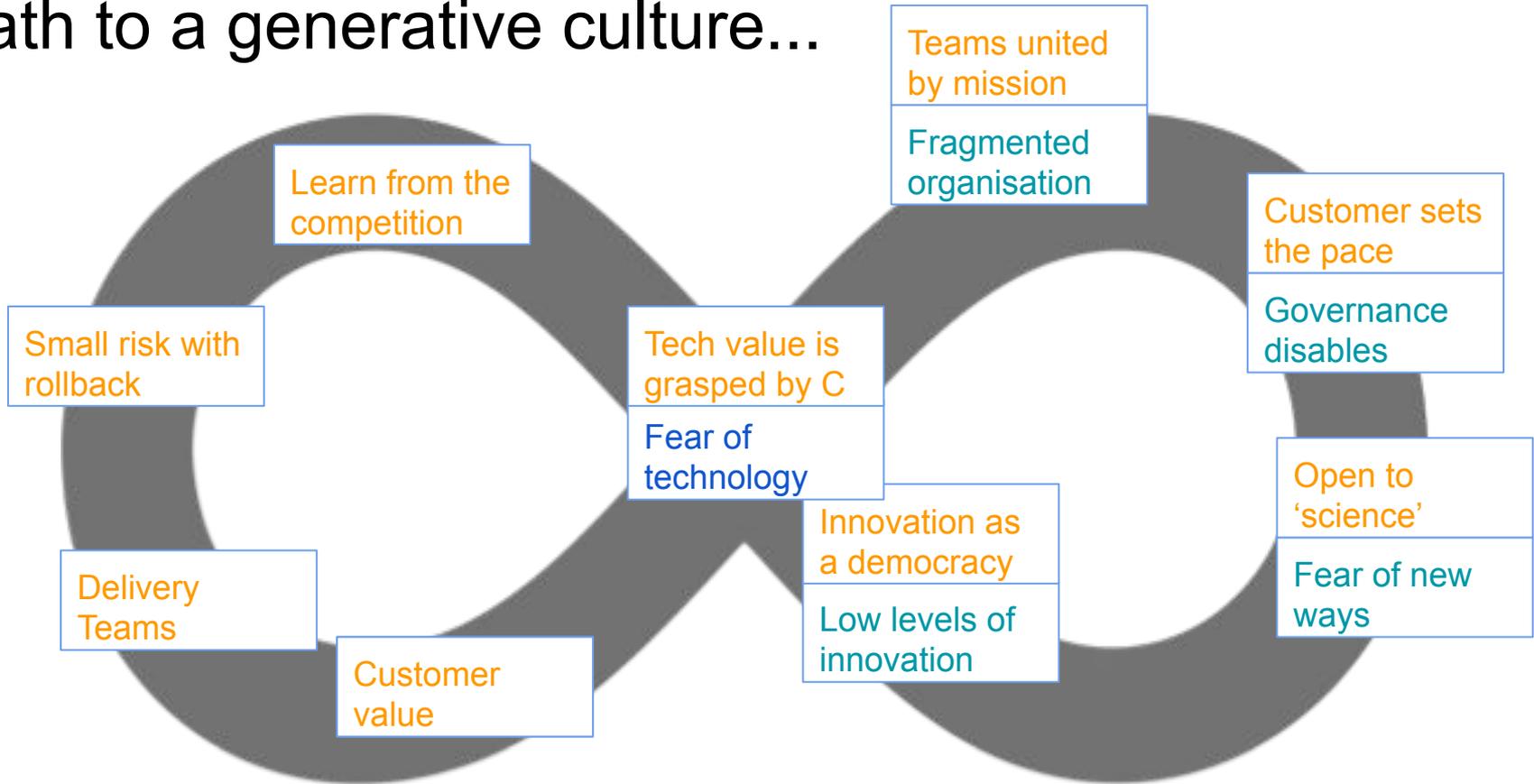
**Chapter 7** Work smarter

**Chapter 8** Inject urgency

**Chapter 9** Aligning the organisation

**Chapter 10** Modern CxO's adopt 1FaaS™

# Path to a generative culture...



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