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

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

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