

## Our Bland Strategy Principles

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**The rules are there  
are no rules but here  
are the rules.**

# Strategy principles.

## Never talk back.

# Strategy principles.

## Do not think.

**Strategy principles.**  
**Always copy and  
paste.**

**Strategy principles.**  
Use the biggest words  
in the dictionary.

**Strategy principles.**  
**Avoid any kind of**  
**research.**

**Strategy principles.**  
**Discuss process in**  
**every meeting.**

**Strategy principles.**  
Don't have an opinion,  
only data has an  
opinion.



# Totally Mundane™

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