

DONNA Operating System (Core Principles)

How we work. How we decide. How we build.

1. Clarity Over Comfort

We say what needs to be said.

We do not hide problems to protect feelings, timelines, or optics.

Clear communication prevents bigger problems later.

If something is unclear, it is not done.

2. Ownership Is Always Clear

Nothing belongs to "everyone."

Every task, decision, and outcome has a clear owner.

If ownership is unclear, the system is broken.

We fix the system, not assign blame.

3. Nothing Falls Through the Cracks

Follow-ups are not optional.

Details are not optional.

If something was said, promised, or started, it is tracked and completed.

Reliability is a core feature of how we operate.

4. Outcomes Over Activity

Busy does not mean productive.

We do not reward:

- more messages
- more tasks
- more noise

We reward:

- results
- completed outcomes
- real progress

If it does not move something forward, it is unnecessary.

5. Speed With Control

We move fast, but not blindly.

Fast decisions are encouraged.

Reckless decisions are not.

When risk is high, visibility and control increase.

When risk is low, speed increases.

6. Simplicity Wins

If it is confusing, we aren't finished yet.

We do not add complexity to feel advanced.

We remove friction so things are easier to use, understand, and scale.

Simple systems get used. Complex systems get ignored.

7. Default to Action

We do not wait for perfect information.

If something can be progressed safely, we move it forward.

If something is blocked, we surface it immediately.

Momentum is maintained through action, not discussion.

8. Build for the Way People Actually Work

We do not force users to change how they operate to fit our system.

DONNA adapts to the business, not the other way around.

If adoption requires behavior change, the product is wrong.

9. Focus Compounds

We do one thing well before expanding.

New ideas are easy. Execution is hard.

We prioritize what moves the system forward the most.

Distraction slows everything down.

10. Feedback Is a System, Not an Event

We do not rely on occasional feedback.

We continuously observe:

- user behavior
- friction points
- breakdowns

If something keeps happening, it is a system issue.

11. The System Is Responsible

If a mistake happens repeatedly, it is not a people problem.

It is a system design problem.

We fix the root cause so it does not happen again.

12. High Standards, No Ego

We care about doing things well.

Ideas are challenged.

Assumptions are tested.

The best outcome wins.

Ego slows progress. Standards drive it.