

Bebymil Business Principles the 5 Cs of Clarity:

- 1. **Clear Outcome** Am I clear about the end outcome
- 2. **Clear Benefit** Does that outcome benefit stakeholders (Both internal and external)
- 3. **Clear Intent** Is that action ethically correct
- 4. **Clear Alignment** Does the outcome match with my Bebymil's vision and mission
- 5. **Clear Need** Is the action important and necessary