

# CORE VALUES

Core values are important. They encourage a collaborative and growth oriented environment. They help you love what you do.

## 01. POSITIVITY

- You always approach things in a positive and optimistic way
- You never criticize or condemn team members or users
- You let the other person save face, even if they are clearly wrong
- You are deliberate about giving genuine appreciation

## 03. EMPATHY

- You are open to having your mind changed
- You seek first to understand, then to be understood
- You are suggestive rather than instructive
- You take the approach that everything is a hypothesis and you could be wrong

## 05. EXTENSIBILITY

- You are conscious of your current level of productivity and happiness and make continual changes to grow
- You have a higher expectation of yourself than the company does of you
- You regularly and deliberately do things that make you feel uncomfortable in order to improve
- You practice activities and develop habits that will improve your mind and your body

## 07. REFLECTIVITY

- You deliberately find time for reflection, because that's where life-changing adjustments come from
- You have a calm approach to discussions and ponder points in your own time
- You find time to jump out of the trenches into the higher level thinking that will move the needle
- You understand the value of patience and treat it as a muscle which needs exercise to grow

## 02. TRANSPARENCY

- You take pride in opportunities to share our beliefs, failures, strengths and decisions
- You are honest about failures and cherish the lessons they provide
- You share early to contribute instead of waiting for the winning position
- You acknowledge your bias in hope of finding the right answer

## 04. HUMILITY

- You are humble
- You let others have your best ideas
- You do not attach your value to being right, but rather to seeking the right thing to do
- You lift up others routinely

## 06. CLARITY

- You talk, code, design, and write in a clear way instead of being clever
- You over-communicate, repeating things more times than you would intuitively
- You use more words to explain, even if it feels obvious already
- You don't make assumptions, instead you ask questions to communicate the full picture

## 08. TRANQUILITY

- Your purpose is to live smarter, not harder
- You value waking up fresh over working that extra hour
- You single task your way through the day
- You are at the top of your game as you focus to balance and expand your capacity mentally, physically, emotionally and spiritually