

# Core Values

## Obsess over Customers

Our customers are our Heroes, and everything we do begins with their story and ends with their success. In short, we obsess over them by celebrating their wins and helping them with their challenges. We under promise and over deliver, recognizing that their success is our success. We empower everyone of all backgrounds and experience to build a business and succeed in sharing their unique gifts, talent, and knowledge with the world.

## Be Ambitious

We are ambitious and focused on the impact with a bias towards action. We are a group of talented and committed individuals who can change the world. To make that happen, we need to commit, play like a team while remaining steadfast in our vision. If we fail, we fail fast, learn from our mistakes and iterate for the future. We take risks, we try new things, anyways encouraging a conversation about what we are learning and being willing to adapt. We aren't afraid to speak up and actively encourage everyone to have a voice in what we do and how we do it.

## Simplify

To simplify means to find the best, most efficient path to success. We work smarter, not harder being willing to experiment to find the best solution for everyone involved. We remove constraints and find the best solution with the least amount of complexity. We recognize the tradeoffs it takes to simplify and we make time for this. We examine the core of what we do, focus on one thing at a time, and bring our best solutions to that one thing.

## Take Ownership

We are curious and we recognize that by taking ownership, we foster freedom and responsibility. We are accountable and we do what we say we will do, when we said we would do it, how we said we would do it. As a team, we are committed to never uttering the words, "that's not my job. We reward bringing your best ideas to the table and clear the way for the empowerment of individuals and teams.

## Foster Belonging

We embrace diversity of thought and empower team members to bring their best and most authentic self to work every day. We allow everyone regardless of experience or background to contribute and be heard. We create a community of trust and inclusivity and believe that nurturing and embracing differing perspectives will result in better decision-making. We are committed to being open-minded and are always in search of great ideas. We listen to all and encourage everyone to have a voice.

## Control Our Destiny

We make deliberate decisions and build for the long term. We optimize what we have in order to control our destiny, say no to the bigger yes, and invest in our future. When we encounter a problem or situation we ask ourselves are we answering with the innovative, data driven answer or the easiest one? We approach every decision with the long term in mind and is this the best action for everyone involved. Sometimes that means we will say no to the bigger yes. We value resourceful innovation, lead with an open mind and find a way to get things done.