

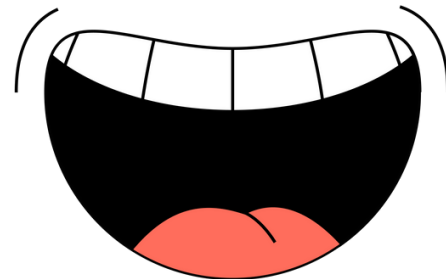
Make business decisions with putting people first!

Help your co-workers without being asked. Seek to understand first. Demonstrate compassion and empathy. Foster meaningful relationships. Be thoughtful and respectful. Show appreciation.

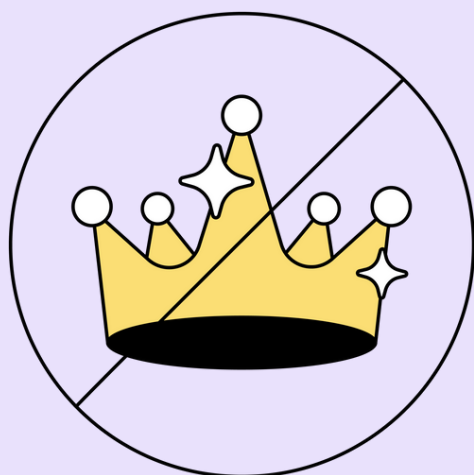
Examples:

- During a planning meeting you notice that one person is getting a larger workload than they may be able to complete on their own. You step up and offer to help with anything they may need to ease their workload.
- You're a team leader, and you suspect one of your team members might be burning out, or at the very least, struggling a bit. Remind them of our Mental Health and Wellness days and insist they take a day off to recharge away from the demands of work.
- You proactively reach out to your team member to review their workload and see if there are items you can move off their plate while they take some down time and recharge with a mental health day or some personal time off. You approach the conversation with empathy and let the employee know that you are here if they need support and remind them of the mental health and wellness programs that are available for them.

People first



No brilliant jerks



We're cool with the brilliant part. The jerk part? Not so much.

We work together and respect each other. You are egoless and think team first, respectful of all people and functions and always acting in the best interest of TextNow and your teammates.

So, what does brilliant jerk look like? Meet Marko.

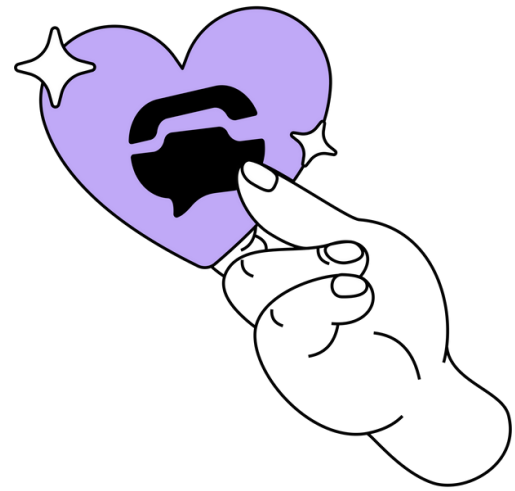
- Marko is an amazing engineer and an expert in his field, which makes him believe he knows everything much better than everyone else. He interrupts others, ignores their opinions and input and believes he is the most important person in any room. Marko only works on projects that benefit him and will help to promote his work. He trash-talks other technologies, companies and people (behind their backs, of course). Marko enjoys talking about himself and refuses to change his behavior. He passes off feedback he receives by saying, "it's other people's concern" not his. Marko is a brilliant jerk.

We care about what our work, our mission, and our customers. Channel your passion. Be a self-starter. Deliver surprisingly great customer experiences. Find ways to be hopeful, even when it's hard. Challenge status quo.

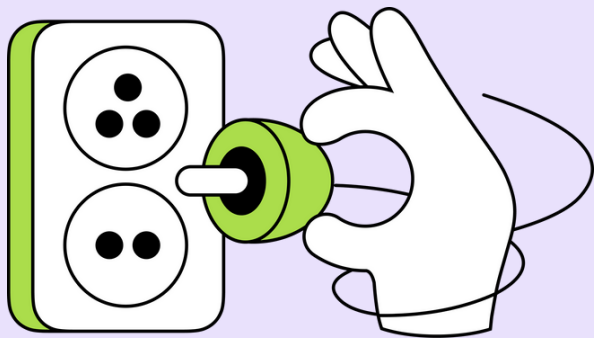
Examples:

- As a response to world events or an emergency, we decide to make calling free to a specific country or countries for a limited time. We all decide this is the right thing to do and we, across the organization, come together to deliver this to our customers, even though it wasn't planned. Because the issue is that important, not just to the people involved in the emergency, but to TextNow as well. It's part of our mission to democratize communication across the globe.
- Giving a damn can be in the little things as well as the big picture. Back when Waterloo HQ was in full swing, we had three or four coffee machines in heavy use. Is there an empty cream carton in the fridge? Replace it. Coffee spill near the machine? Clean it up. Doing even the smallest thing like that shows you care about our workspace, and the people in it.
- You, as a developer, run across code that, from an engineering perspective, is good, or even great, but that will introduce some quirks or unintuitive elements to the user experience. Rather than let it slide, you become an advocate for the end user, and work on improving that code to improve the user experience.

Give a damn!



Challenge accepted



Bring a can-do mindset (to the game)

Show up with a positive, can-do attitude! Our ambition is what drives us to achieve our mission. Prioritize important things. Push for meaningful results. Challenge the status quo. On hard days, we hustle, overcome adversity, and play to win for the people we serve. Because it matters.

Examples:

- While poking around related code for an assigned task, you discover some legacy code that might not be mission critical but could most certainly be improved. Rather than ignore it as it's outside your current task, you cut a new ticket and make sure it gets prioritized, rather than sitting in the backlog waiting for someone else to tackle it.
- You, as a developer, have an exciting new idea with regards to the architecture of some features you're developing. You decide to proactively hold a Lunch & Learn about the architecture, to discuss this exciting idea and get input from your team and others.