agorapulse
Values 2023

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Our
Values

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01
Be candid
with compassion

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02
Collaborate
without Ego

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03
Freakin
Care

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04
Just
Own it

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Be candid
with compassion

- We give feedback without losing our humanity. We design a feedback culture that allows us to **be clear, direct, specific, sincere and compassionate**.

- **Growth-oriented feedback culture** When employees feel comfortable speaking up and providing honest feedback, we can learn, grow, and work together to achieve our common goals and long-term success.

- **That means** being transparent in communication, actions, admitting mistakes, being open to constructive feedback and approaching feedback with positive intent. It also means **providing feedback in a respectful and compassionate way**, focused on the problem rather than the person.

Be candid
with compassion

💛 Positive **behaviors**

No misplaced Ego

You accept being wrong and admit your own mistakes. you are aware of your qualities but also of your flaws

Constructive

Feedback without judgement, based on facts and specific suggestions on how to improve

Everyone, Anytime

Even a new comer can give a feedback to the CEO or anyone in the executive team

Be candid
with compassion

🧡 Positive **behaviors**

Positive **intent**

focus on how you can help the person with this feedback

Accept **or discard**

any feedback. If you choose to accept it, you must be accountable, remain humble, and strive to reinvent yourself
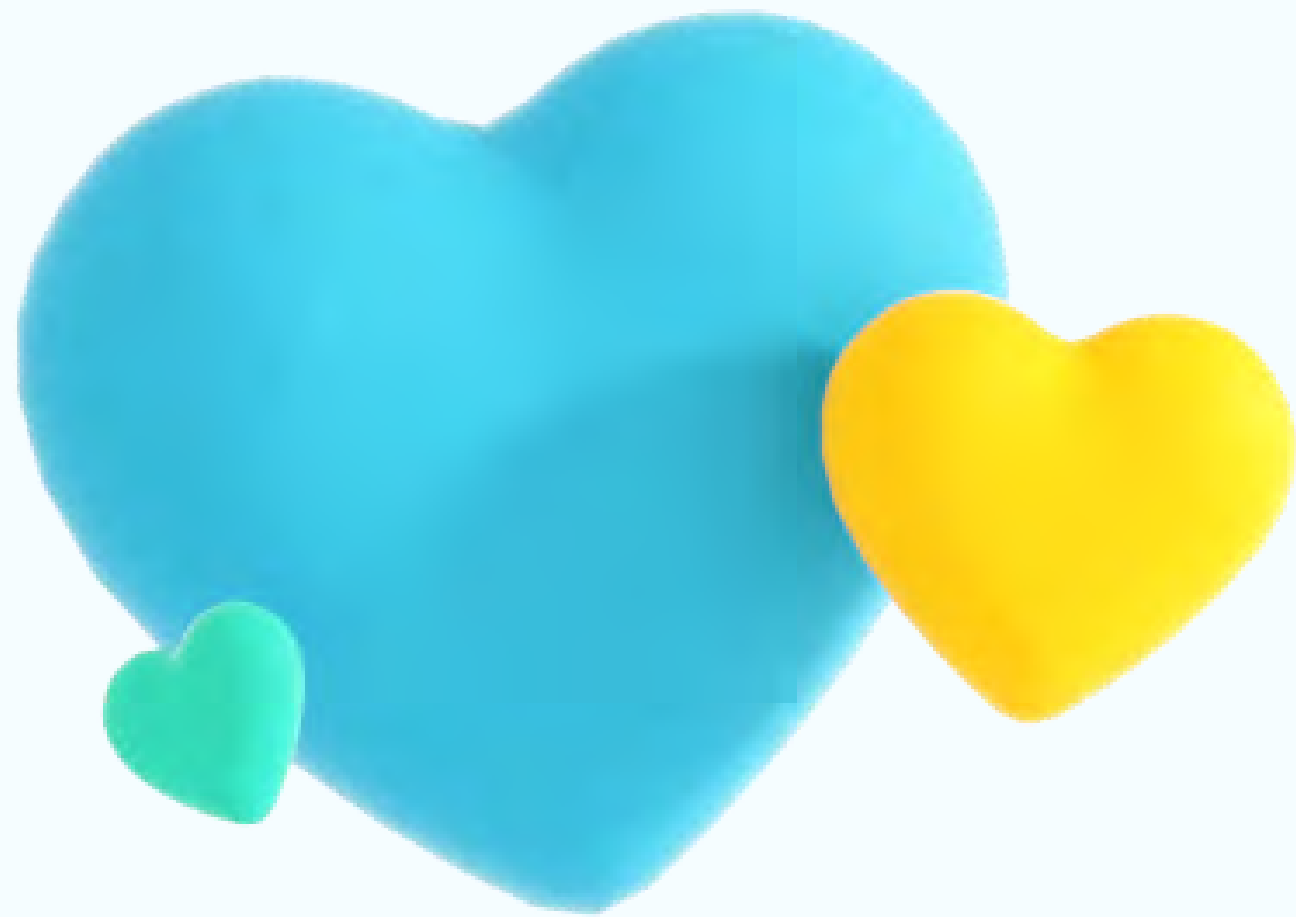
Self-awareness

taking the time to read your emotions when you interact, especially when others are involved

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Collaborate without Ego

- **We believe that the best way to build great things is to build things together**. When faced with a problem, we believe in working together to find a solution. Success is a collective endeavor.

- We practice teamwork by always putting the interest of the project or the company first (while keeping our ego in check) and by recognizing and celebrating our teammates' unique skills and capabilities. We **remain humble**, always.

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Collaborate without Ego

💙 Positive **behaviors**
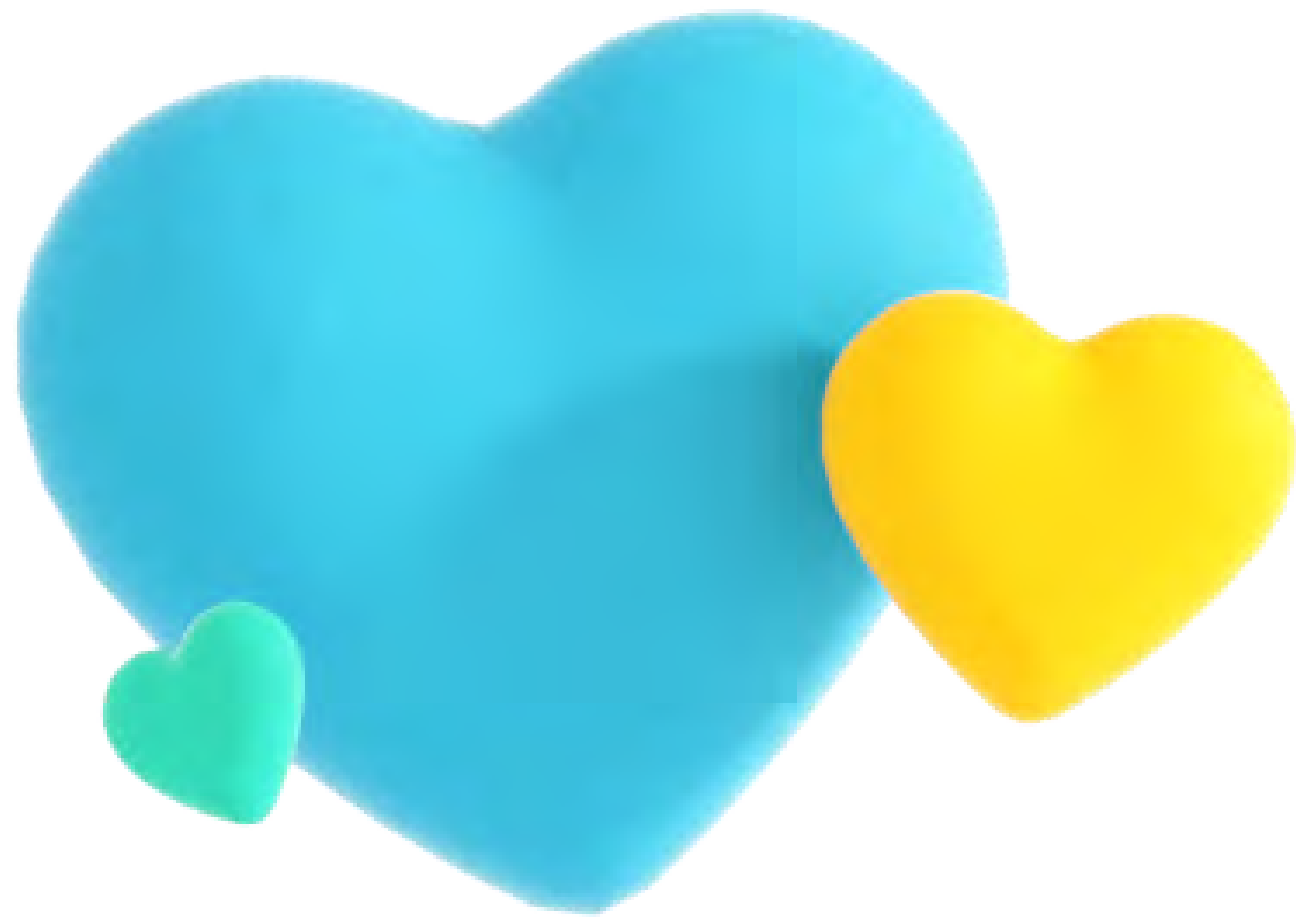
Ask for help **when needed**

whenever you need it, no matter who you are

Make sure other people **feel comfortable** to contribute

actively looking for their opinion and helping shy people and introverts speak their mind

Go beyond **your own job**

when you can be of help to somebody else, even if they are in other departments

Accept the fact

that every team member is an opportunity to learn

Be aware of what's good for the company

or the project even if it's not always aligned with what's good for you

Freakin Care

- **We care about the people we work with (our teammates), the people we work for (our prospects and customers) and the vision we are striving for (the company's goals). But we don't "just" care, we freakin care**.

- We believe that we should treat others in the same way we'd like to be treated. When we see a teammate or a customer in pain, we have an urge to make that pain stop, and we jump in and help solve it.

- We don't need to be asked to do it! We don't only do our job to make a living, we do it because it makes sense and makes a difference for the customers we serve.

#03
Freakin Care

🩷 Positive **behaviors**
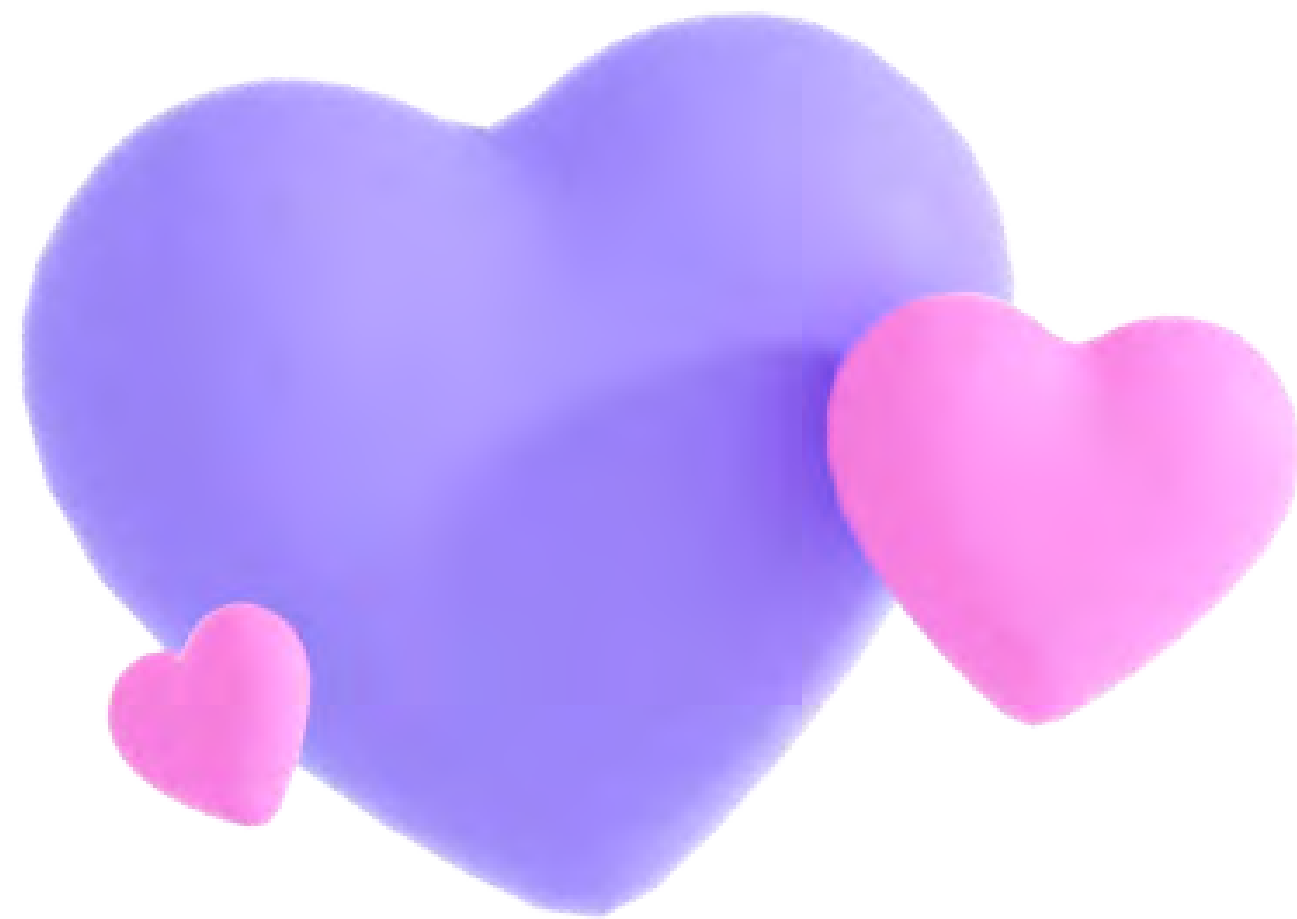
Put important personal

matters
above work

Show appreciation

say thank you or offer a
teammate a shoutout
regularly.

Show compassion

in every way (debating, talking,
writing, making decisions) put
yourself in other people's
shoes to understand how your
message or decision may be
perceived.

Take time to actively listen

to teammates and customers
and really hear them.

Think of our customers' success
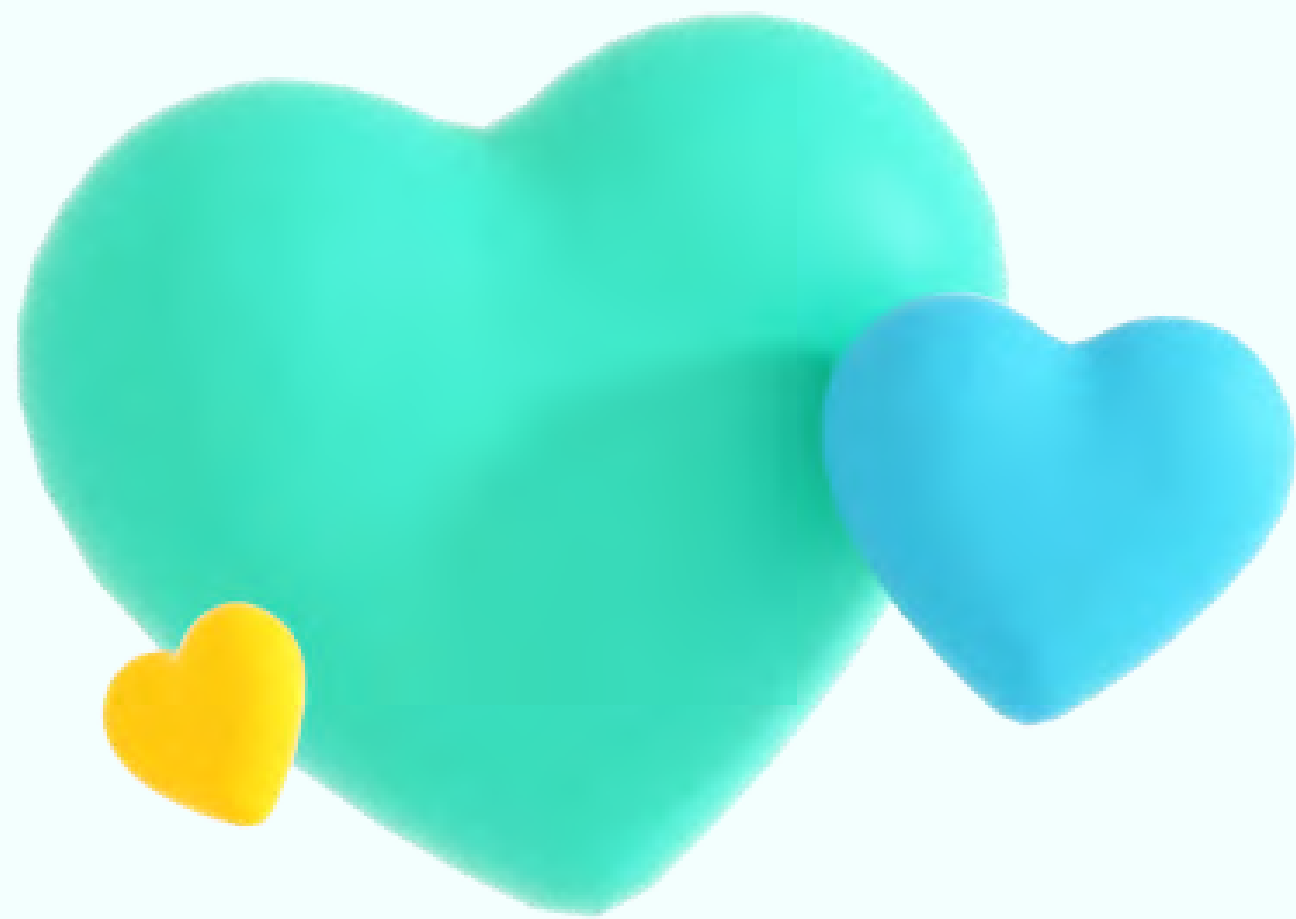
not only the company's, show
you really care about them.

Always go the extra mile

to help solve a teammate,
prospect or customer pain.

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Just own it

- We make no excuse, **we take the lead and develop solutions**. We feel responsible to get the job done.

- **We take ownership** for not just those tasks which we directly control, but for all those that affect whether or not our mission is successful.

- We believe that we can only **achieve great things** if we are surrounded by people we can count on, at every step of the way.

- We expect **our teammates** to do their part and we understand that they expect us to do ours. We also aim at being a dependable partner for our clients.

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Just own it

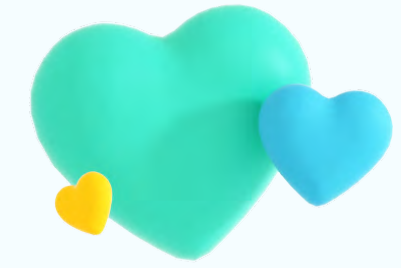💚 Positive **behaviors**
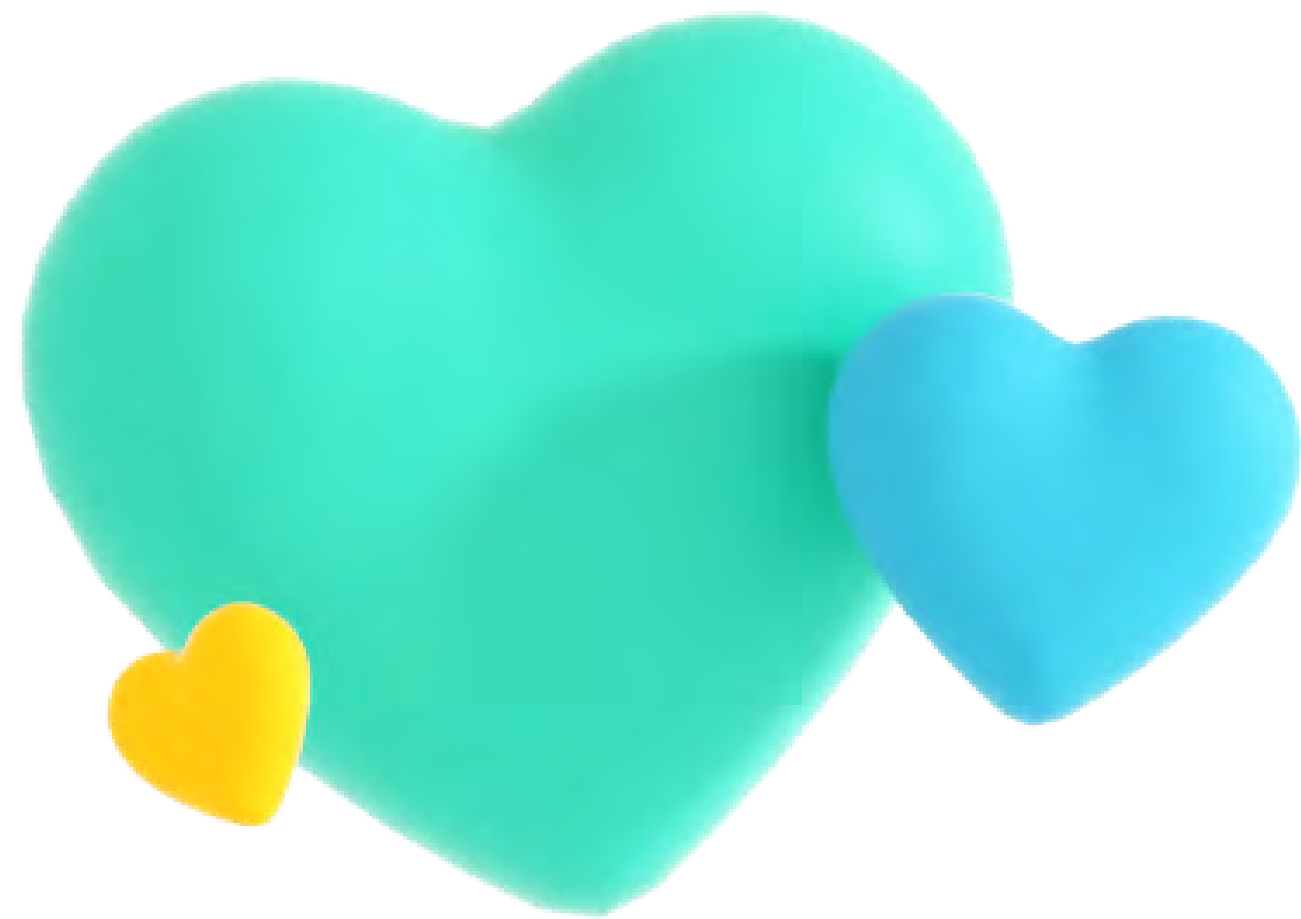
Be accountable

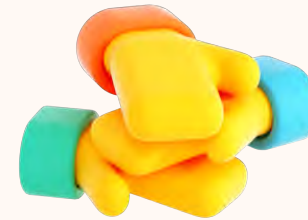Take responsibility for your actions and outcomes.

Own your (or your team's)

mistakes and failures, don't blame others.

Can do attitude

don't get stuck with problems, always come to the conversation with solutions.

Focus on Solutions

don't raise a problem if you don't have one or several solutions to propose and choose from.

Commit to a deadline

and stick to it. If you can't, communicate about the why, and offer a new deadline.

When you see a problem

that's creating pain for a customer or prospect, don't wait for permission, step in and solve it.

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