

1213bst Principles

Customers First

We are customer-focused because without customers we cannot exist. We are passionate about ensuring customers are consistently welcomed and treated with respect. We listen first, then act. Our customers know where they want to go. We don't solve solutions, we solve problems for our customers. Only through building respectful and trusting relationships with customers will we thrive.

Good Stewardship

We are stewards. We guide, protect, and develop an idea to its fruition. We make decisions and own the results. Humility is a strategically advantageous quality - it makes us fast, nimble, flexible, open. Watching an idea grow gives us energy and drives us to work even harder.

We Empower

We believe in the inherent worth and potential of everyone. We create structures that empower individuals to contribute meaningfully. We support and encourage everyone to grow, and push their limits. We cheer individuality, celebrate creativity, and encourage failure. Only when each individual strives to be their best can we as a business grow to our full potential.

Result Thinking

We prioritize results. We are not attached to efforts. Good results come from strong focus on the goal guided by first-principle thinking. We persist until the results are achieved.

Explore, Exploit

We explore and exploit. We explore the unknown. We listen to anecdotes and read the data. We exploit the opportunities. We optimize solutions to the end. Then try new ones. We use facts and evidence to decide next steps.

Business

We are a business. We believe in delivering value to customers that allows us to invest and provide more value. We create markets. We are principled. We expect accuracy and exactitude but also require flexibility. Only this way will we have the resilience we need to succeed.

Honesty and Trust

We care for ourselves and others. We express this by being honest and respectful in all our communications. We grant others the benefit of the doubt and strive to create an atmosphere where everyone feels supported and secure. This does not mean everyone gets what they want or is always happy with an outcome, but we believe everyone should feel they were treated fairly and that they are still part of the team and the solution.

Pay it forward

We believe in infinite opportunities. These opportunities arise only when we give fearlessly. We believe in the economics of generosity, gratitude, and paying-it-forward. We do not believe in zero-sum thinking. Our success results from the value we add.

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