

**DIGITAL.** *Built for people.*



# DON'T LET WORDS GET IN THE WAY

Phyramid is growing, so we need to put our core values and vision down on paper, while making sure the direction in which we'd like the business to go remains loud and clear.

This manifesto resonates with us and is designed as a simple guide for everyone at Phyramid to aid in decision-making and behaviour within the organisation.

We hope it resonates with you too.

# CULTURE

*Culture is what we value as a community, expressed through our everyday actions.*

# EASY TO SAY, HARD TO DO

It's easy to see why it's important to have a well-defined culture within an organisation.

However, the reality is that having a genuine and strong culture is not something that can be just put in place.

Creating a culture involves a shared belief, collective focus, hard work and time.

In our opinion, it's crucial to build a solid company culture as a long-term foundation.

We hope you'll join us in building this culture together, and that this manifesto will give you a good start.

# CULTURE IS NOT JUST WRITTEN, IT'S DEFINED BY YOUR ACTIONS

Culture is made of the fun times, hard times, learning, principles and beliefs in an organisation — not something straightforward to define!

However, we think you'll get a good feel for what it is in the end. It's how we do things at Pyramid. Culture is what we value as a community, expressed through our everyday actions.

In other words, culture is not just written, it's defined by your actions.

Let's have a look at what the key aspects of this culture are, and how they explain why we do what we do.

# CULTURE COMPONENTS

Purpose

Vision

Values

# PURPOSE

*Purpose describes why we do what we do.  
It's the reason we get out of bed every day.*

# WE'RE HERE TO INNOVATE

We believe that we're here to create great products with a great focus on innovation.

The thing that gets us out of bed every day is the prospect of having a meaningful impact on the world and building amazing experiences.

This is more than software that we're talking about, it's an approach to our entire creative life.

To achieve this, we can't settle for anything less than excellence.



**PURPOSE**

*Innovate and deliver excellence.*

# VISION

*Vision describes the difference we create in our customers' lives, or the way we impact the world around us, as we realise our purpose.*

# UNTAPPED POTENTIAL OF TECHNOLOGY

Historically, we're still at the infancy of the digital industry, and we're just beginning to understand the full extent of how it can be utilised.

We have an untapped potential and increasingly complex challenges for us as an organisation to solve.

We have the chance to explore the uncharted digital has to transform people's lives.

# UNTAPPED POTENTIAL OF HUMANS

We will be pushing the boundaries of what is possible and explore the true potential of digital by creating products which transform people's lives for better.

Our aim is to remove any walls between people and technology along the way, empowering users to accomplish their goals whatever they may be.

**VISION**

*A world where our products  
improve people's daily lives.*

# VALUES

*Values are the behaviours and attitudes that  
we require from anyone working with us*

# EXCELLENCE

This is your life's work, and your work defines who you are.

What we do defines who we are. That's why we must build our products only with the quality, performance and value that will earn the respect of our customers, users and peers.

We accept that in our pursuit of excellence we will face challenges that will push us to the limit. However, that's what we're all about. Only at the border of our own limits does innovation appear.

# INNOVATION

We accept the risks that might appear in following our vision.

We believe not only in the advancement of technology, but in our contribution in it.

As a team made up of experienced, capable individuals, we struggle to push our creative and problem-solving skills every day. That's what's needed to create something not merely ordinary, not merely functional, but truly new and awe-inspiring.

# DELIVERY

People can't hear us if we don't speak. We need to release our products as fast as possible so that we can iterate and improve.

While it's important to us to deliver products which realise our vision, it's also critical to avoid being stuck in a perfectionist trap of not delivering. We value customer feedback more than guesswork, which is why delivering helps us learn and create better products.

We will never compromise quality or the integrity of our vision. However, shipping something with a reduced scope is far better than shipping nothing at all.



# INDIVIDUAL PERFORMANCE

In the end, you determine what we become as a company.

We expect individual commitment and results above industry standards. Only then we will be able to unleash our collective genius.

Each employee can and must make a difference within the company. We won't accept anyone delivering the bare minimum.

# TEAM SPIRIT

Teamwork is essential — we can't achieve our mission by ourselves.

We want to hear the ideas and suggestions of every single member of our team to help us steer the company towards and ever-improving future.

You're a valuable part of Phyramid, and it takes us all to win. We support each other, sharing both victories and hardships.

Phyramid is a safe environment where you should feel comfortable talking about your concerns, problems or desires. We treat each other as a big creative family.

# OVERACHIEVEMENT

Only by pushing ourselves hard to create beautiful experiences will we thrive.

Each and every one of our team members is capable of truly stunning creativity.

At Phyramid, we don't simply stick to the requirements. We ask ourselves at every step: “how can I create the best possible experience?”.

This is what enables us to create stunning products which improve people's lives and command the respect of our clients and peers.

# LEARNING AND IMPROVING

We can only do our best by mastering our craft.

Every artisan needs their tools, and creating digital products is no different. To create the best possible products, we constantly improve and expand our knowledge.

Whether it's learning a new technology, taking a course, or reading an article, you should be committed to improving at your craft and constantly finding new, better solutions to problems.

More than that, learning should be self-directed. We expect you to have an inner desire to improve your skills and learn new things.

# REWARDING PERFORMANCE

If we succeed, it's because of your commitment and performance.

Our team is what enables us to achieve our goals, which is why we reward both teams and individuals.

Whether the rewards are financial or otherwise, it's important to us to show our appreciation for hard work and talent.

Equally, we strive to create a comfortable environment which fosters creativity and enables our team to do their best work.

# EXCELLENT LEADERSHIP

True leaders inspire, guide and bring out the best in people.

Managers should lead by example, and empower our team to thrive. It is their responsibility to create a productive environment in which our values are applied.

Team members should be able to trust the motives and integrity of their managers. Communication should always happen openly and honestly.

# EMPATHY FOR USERS

Offering superior products is not enough, customer satisfaction is critical.

We build products that actively improve our users' lives. We carefully craft every product by perfecting the experience it offers our users. We treat our users as real human beings we want to leave a positive mark on.

We deal with our competitors fairly, and meet customers and vendors more than halfway.

We will never compromise on our ethics or values in the interest of profit.