



INTERNAL

# Culture Playbook

## Table of contents

- Introduction..... 02
  - Welcome
  - Overview
- Working here..... 05
  - Red light
  - Core Values & Commitments
- Employee benefits..... 09
  - Health and well-being
  - Flexibility
  - Extra you-time
- Our north star talent destination manifesto..... 11

# Introduction



## Hello and Welcome to Optimy!

**Kenneth, Optimy CEO**

I have always been passionate about getting things done efficiently. This is why I started my career in consulting. Over time, with my knowledge and experience growing, I realized my dream: creating a company that helps other organizations improve their efficiency and effectiveness.

In 2021, Optimy celebrated its 10 years. 10 years during which we listened to our customers. Why did I start Optimy? It stands in our name: Optimize the impact of our users. Initially, in the sponsorship industry, continuing with corporate philanthropy, and today in the social impact one.

At the beginning of this journey, I didn't know much about the "do good" ecosystem. It was by listening to our users' needs that, over time, we developed a first-in-class social impact platform. And, I must admit that today, as the father of two kids with more than half of my life behind me and after the COVID-19 chaos, I am extremely proud to lead a company contributing to the better being of others!

There are so many causes to support that it's difficult to decide which ones to assist first. The good thing is that, at Optimy, we don't have to make this choice. By scaling up, we support more causes with the help of our partners. That's super exciting!

I don't like using the word "founder." Why? Because the Optimy venture is not a one-person show. It's the result of all the talented people who contributed to the project: from my lovely wife and kids to our amazing investors to the talents crazy enough to join the initial dream to all Optimizers who onboarded over time to grow the project to our meaningful customers who trust us. It is thanks to people like you that projects like Optimy exist. You rock!

Tomorrow, I want to spend my whole energy and experience supporting others! But today, I still want to accompany the incredible Optimy team helping as many organizations as possible to build a better future!

## Word of welcome!

Optimy is a meaningful challenge! If you have joined us, you must be a real gem. Here you will always feel welcomed, supported, engaged, and appreciated. We are happy to get to know you as a professional, but we won't stop there! We are very curious to get to know you as a person: your pets, your hobbies, your family, where you travel, what you eat, and especially, why you do what you do. We are one team from the bottom of our hearts and we are happy to welcome you!



**Ina, Head of Operations & People**





Overview

The goal of this playbook is to provide insight into who we are, where we want to go, and how we support each other as a team.

At Optimy, we believe in people success and strive to meet the highest standards of a workplace.

Our goal is to build a new future, where every employee finds his purpose and drive. What does it mean for us? A responsibility of empowering and growing our employees to have the best experience in their professional life. We aim to be a talent destination for authentic extraordinary individuals to develop their personal and professional skills and grow with us in their careers.

Our team is diverse, engaged, positive, supportive, highly talented, and extremely collaborative.

We are passionate about designing people experiences and programs that bring the best in every individual.



Organizational culture actually plays a very important role at Optimy.  
At each step during the interview process, I was asked if I wanted to proceed in pursuing the role with Opitmy. What I thought about the role, the company and the fit was just as important as what they thought about me.  
My opinion and input was welcome before I was hired and it has continued to be that way.  
Accomplishments are praised and shared. Taking time for a laugh and even a proper lunch is encouraged.  
Autonomy, hybrid work-from-home model, relaxed atmosphere, flexible software that allows and encourages creativity, mistakes are ok and are shared so we can learn together.”



Kate Ellis  
Customer Success Executive



Working here

We asked our employees what it means to work here and here is what they say:

- 1

International Environment
- 2

Transparency
- 3

Fast-pace
- 4

Social Impact
- 5

People
- 6

Results
- 7

Growth
- 8

Challenges
- 9

Learning
- 10

Openness

Red Light

We respect every individual and strongly believe in common sense. Therefore, we expect everyone in our team to behave in a professional manner and in line with our core values.  
  
In order to mitigate all the negative experiences and anticipate inappropriate behavior, we help you with some useful tips to get off on the right foot.

In our workspace, we will never tolerate:

- X

Any type of exclusion, harassment, or discrimination
- X

Disrespectful statements towards other teams or colleagues (incl. blaming, sarcasm, and criticism)
- X

Lying or sandbagging
- X

Voluntary ignorance
- X

Putting your personal interests over your team's needs

💡 Now that we've got the green light 🟢, let's enjoy the ride!

# Core Values & Commitments

At Optimy, our motto is to Amplify Your Impact. And we believe that we can deliver the biggest impact through our values.



## Belonging

- We feel like we are at the right place.
- We feel comfortable being honest and transparent with others.
- We connect with people despite our differences.
- We are happy and proud to work at Optimy.



## Respect

- We trust people's competencies and respect their decisions.
- We give only constructive feedback.
- We communicate and act in a respectful way, especially when we disagree.
- We appreciate other people's achievements and recognize their efforts.
- We embrace differences and never judge people.
- We respect and acknowledge other people's limitations



## Ownership

- We are driven and self-motivated
- We take initiatives to get things done
- We proactively seek improvements on what matters
- We act as our own leaders
- We own our success and contribute to the corporate goals



## Caring

- We are empathic with people and consider their needs and reality.
- We take a genuine interest in the success of our peers.
- We take care of our users' needs, constantly seeking solutions to solve their challenges.
- We are proud of the help we bring to our clients so they can amplify social impact.
- We are ready to give a hand to our colleagues from any department.
- We take a genuine interest in Optimy's success.



## Growth

- We look for personal and professional growth in every opportunity.
- We are curious and open to learning every day.
- We are open to new challenges and ready to take risks.
- We think Optimy's growth in every action and decision we make.
- We act on our ambition.



## Composure

- We think before we react, communicate, or act.
- We take decisions at the right speed and plan our actions with coherence.
- We are emotionally intelligent and always control ourselves.
- We keep calm in the most difficult situation.
- We always reassure others.

## To support our core values, we defined our main commitments

### 1. Diversity and Inclusion

We are a multinational team of diverse languages, nationalities, ages, gender, and cultures. And we commit to remain this way. This is how we build our teams, grow our employees internally and hire our new talents.

### 2. Personal and Professional Development

Here is what we have put in place for you to grow:

- Training Policy with access to the leading online learning platform: personal development, role-specific training, ISO security training, career growth support.
- Personal Development Plans for every employee: we run bi-annual meetings to discuss your strategic personal development plan and reflect on how you progress and what you want to achieve.

### 3. Safe environment

We commit to ensuring you feel safe to ask questions, make mistakes, search for help, or admit failures. To achieve that, we have a policy of sharing our successes and struggles quarterly with the whole team. We openly discuss our targets and key results. We share our concerns and ask for your input at every step of our journey.

Would you like to be part of a company that helps other companies to make the world a better place? Are you ready to become an expert in psychology, communication, negotiation, and project management? Soon you will not only be a great salesperson but you will crush everyone in escape rooms! .



**Chris Dreuw**  
Senior Account Executive



#### 4. Purpose-driven work

At Optimy you get a chance to join our mission of making the world better and to contribute to the good thing at your individual level. For this, we put in place a Volunteering Policy and all the tools to support you in giving back to the community. It's of course up to you to find your purpose, but in case you struggle, we are always here to help.

#### 5. Growth mindset and winning mentality

A winning mentality is a combination of a growth mindset and success. It is based on our beliefs and attitude toward life. A person with a winning mentality seeks growth in every opportunity.

We believe in learning from experience. You will always be given credit for taking risks to achieve better results. Innovation is in our DNA, and we welcome you to experiment and come up with great ideas that will help us move forward.

#### 6. Supportive attitude

We are supportive and kind to our colleagues, inside and outside of the team. The moment you join Optimy, you are part of the game and every player is there to cover your back or to clear your way to the goal. We ask for help and we offer help easily. Remember that your manager is always there for you along the way.



At Optimy I was encouraged to share my feedback, opinions, and thoughts. I was never given a dry list of tasks, on the contrary, there is always room for creativity, changes are welcomed, and innovative ideas are embraced. I love the fact that there is not a strong sense of hierarchy, and that trust is the foundation of our working relationships.



**Nikoletta Maniati**  
Customer Success Manager

## Employee Benefits

Great people, friendly environment, diversity, autonomy, flexibility, challenge, social impact, smart people, growth - these are all the words our employees shared with us when asked what the culture at Optimy feels like.

### Health and well-being

When we say that we care about our people, we mean it!

Here is what we do to keep our office environment healthier and happier:

- **Eat fresh fruits in the office** - we deliver a bucket of fresh fruits every Monday
- **Drink pure water** - we have a water cooler so you can always refill your bottle
- **Fresh quality coffee** - we are proud of the quality of our coffee, you can smell the coffee beans straight from the entrance! ☺
- **Green plants** - we take very good care of our diverse office flora and you can always join our team of office gardeners ☺
- **#Random chat in Slack for a healthy distraction** - we have a free-style chat community to share funny stories, videos, and to chat on random topics every time you feel like you need some social.
- **Friday Demos** - once per month we all meet in an open space Google Meet environment to connect with our peers from both offices: Canada and Belgium. We get to know our newcomers, present our achievements, share updates and challenges, and get to know each other while having some fun.
- **Meet-ups** - every employee has the right to organize a meet-up session of 15 min to present an achievement, share some updates or discuss a topic.
- **Team-building events** - twice per year we have our Team-Building events: one in the summer and one at the end of the year. It's always a surprise and it's always lots of fun and adventure.



## EXTRA YOU-TIME

We care about your well-being and offer you extra time:

- 5 extra holidays for you to spend with your family and friends over Christmas/end of the year
- 38 training hours per year for your personal development and growth
- 16 volunteering hours per year to focus on your social goals and values

## Flexibility

We trust our people and provide them with flexibility, autonomy, and responsibility.

Here is the rule of thumb:

- **Remote** - hybrid work from home 3 days per week or when it's necessary
- **Flexible** - come and leave when it suits you as long as it doesn't impact your work
- **Freedom of movement** - work from anywhere in the office or even in the world when you travel as far as it's agreed with your manager and brings the results



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Optimy gives you a lot of opportunities to grow both as a professional and as an individual. Optimy is a young and dynamic company with a positive organizational culture which is based on empathy, diversity, team-work and a collaborative style of work. Everyone is pretty friendly, smiling and easy to work with. What I really enjoy about working at Optimy is the fact that I feel confident to share my ideas and receive constructive feedback. As an HR professional, I haven't experienced anything similar compared to the working environment that Optimy offers. If you are looking for a company where you can grow and boost your career, Optimy should be your first choice!

**Panagiotis Tsolakis**  
HR Specialist



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Would you like to evolve in an international environment? Do you want to be challenged and work on improving your self-confidence, yet being surrounded by positive vibes? Optimy is your place! Join us and adopt an easy-going performance mindset.



**Lucie Godeau**  
Partnership and Social impact Specialist

# Our north star talent destination manifesto

We have committed to creating the top talent destination where we empower our employees to do the best work of their lives. With this in mind, we embrace a constant improvement mentality and raise our bar very high.

A place where:

- ✓ **You can show up as your true self (whatever it means to you!) and are accepted for who you are.**  
We appreciate your authentic self! We value individuality and embrace diversity. Stay honest to yourself and enrich our workplace with your unique qualities.
- ✓ **You feel safe to express your true opinion and engage in respectful disagreement.**  
Diversity of thought helps generate new and exciting ideas, find creative solutions, and improve productivity. We encourage everyone to share their opinions and not be afraid to express a different perspective.
- ✓ **Your well-being is a priority**  
We encourage you to take mental wellness breaks and exercise regularly. Mental health is the backbone of productivity and performance. We are very attentive to the environment and atmosphere in our teams.
- ✓ **You are flexible and independent in the way you work**  
We hire talent and trust them to do their best work. You are accountable for your own results and we are happy to learn from you, so go and do your thing!
- ✓ **You have long-term goals and share the company's vision and values.**  
Your motivation is more important than your skills. Think of your personal and professional goals and make sure they are aligned with where the company is headed.

- ✓ **You have the time and space to be creative, experiment, and take risks.**  
We all have our daily routine and processes to follow, but we won't limit your potential there. We encourage creativity and innovation, and are happy to support your fresh ideas and creative solutions.
- ✓ **You get clear expectations, regular feedback, and accountability that challenges you to grow.**  
We grow as you grow. We created a personal development plan that provides you and your manager with clear guidance on your objectives and achievements.
- ✓ **You are surrounded by diverse, intelligent, driven people you can constantly learn from.**  
We hire talented people who grow and develop knowledge internally. Our transversal projects and activities help you communicate and collaborate with experts from different teams.
- ✓ **You are appreciated, recognized, and rewarded for a job well done.**  
We appreciate success and encourage our employees to be vocal about their achievements. Your win is our win. A job well done will always be rewarded.
- ✓ **You become a better person, a professional, and leader who wants to pay it forward to help others.**  
Growing your personal and professional skills motivates you to share your expertise with the people around you. Take your time to accumulate knowledge and improve the areas you need to for success, but also help others as this is how you become a better leader and person.

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Culture at Optimy is defined as impact driven. Everyone that works here, whether an intern or a senior manager, has the opportunity to make an impact in the company instead of being a cog in the machine. You can help build an organization that also amplifies social impact across the world.

Aaron Szeto  
NA Sales Manager



Welcome to



Let's build our dream talent  
destination together!

Get in touch with us