

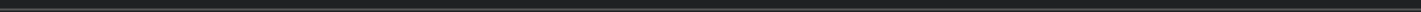


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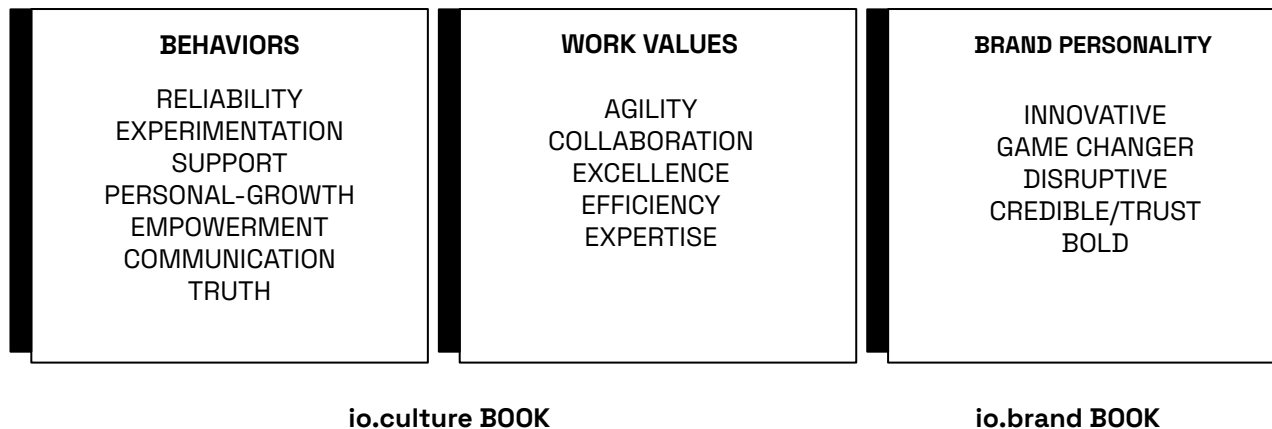
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**CULTURE BOOK**





## IO KEY COMPONENTS



We value Trustworthy &

## **RELIABILITY**

among all employees & managers.

"Knowing you can rely on a teammate is key for establishing and maintaining trust within a team"

Unknown





We commit to success so we encourage

# EXPERIMENTATION

better to try and sometimes fail than to sit tight.

Experimentation allows to pursue more than one opportunity, to discover which one has the most potential, try a strategy that is completely different than anything it has done before.

**"Pursue something so important that even if you fail, the world is better off with you having tried"**

Tim O-reilly

**"I have not failed, I've just found 10,000 ways that don't work"**

Thomas Edison

An open error culture means that problems can be addressed openly and that the focus is on their cause instead of looking for a culprit.

#TryToDisrupt



We coach, we mentor, we are

**SUPPORTIVE**  
with each other.

"You make time to help colleagues across to succeed" is a valued behavior because none of us is as smart as all of us.

**"Talent wins games, but teamwork and intelligence win championships."**

Michael Jordan

**"Great things in business are never done by one person. They're done by a team of people."**

Steve Jobs





We ensure our employees

# PERSONAL GROWTH

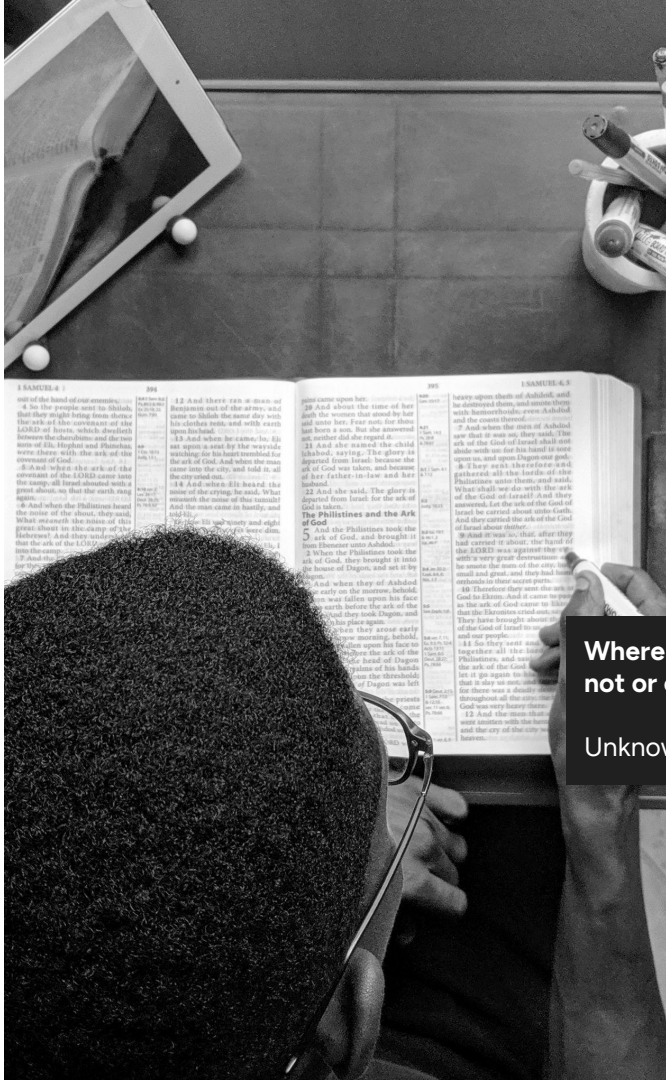
& EDUCATION

We promote professional development, learning and education to ensure everyone is a top performer in his field but also to stay informed about the industry news and most of all to stay motivated.

Where my reason, imagination or interest were not engaged, I would not or could not learn."

Unknown

#StayCurious





We encourage trust, autonomy and decision-making by employees, we call it:

## **EMPOWERMENT**

We act like owners, because we are owners! We want to empower employees to grow within the organization and take ownership of ideas and projects.

**"It doesn't make sense to hire smart people to tell them what to do; we hire smart people so they can tell us what to do"**

Steve Jobs

**"People want direction on where they are going NOT micro-directions on how to get there"**


Simon Sinek







We favor  
**COMMUNICATION**  
& openness.

A black and white photograph of a person standing outdoors in front of lush foliage. The person is holding a large, light-colored rectangular sign with rounded corners. The sign contains a quote in a serif font. The person is wearing a light-colored, long-sleeved top and wide-leg trousers tied at the waist. A tattoo is visible on their left forearm.

*"we are stronger when  
we listen, and smarter  
when we share"*

Everyone can discuss with anyone in the company. It's not an open door policy it's a no door policy.

Proper communication can ensure solutions are effectively carried out and that everyone is on the same page regarding an issue. Opinions can be expressed openly and honestly. We give each other the benefit of the doubt. We say why we disagree and calmly challenge ideas with logic, reason and better ideas. We assume ignorance before we assume malice.

**"There is only one rule for being a good talker – learn to listen."**  
Christopher Morley

**"We are stronger when we listen, and smarter when we share."**  
Rania Al-Abdullah

We share information openly, we speak the  
**TRUTH**

We share information openly, and value transparency and authenticity.

**"Knowledge is power.  
Sharing knowledge is the key to unlocking that power."**  
Martin Uzochukwu Ugwu

We share (almost\*) everything

*\*we protect sensitive information (legally, personally or from a security point of view)*





We value trustworthy & **RELIABILITY** among all employees & managers.

We commit to success but we encourage **EXPERIMENTATION**, better to try and sometimes fail than to sit tight.

We coach, we mentor, we are **SUPPORTIVE** with each other.

We ensure our employees **PERSONAL DEVELOPMENT** & education.

We encourage trust, autonomy and decision-making by employees, we call it **EMPOWERMENT**.

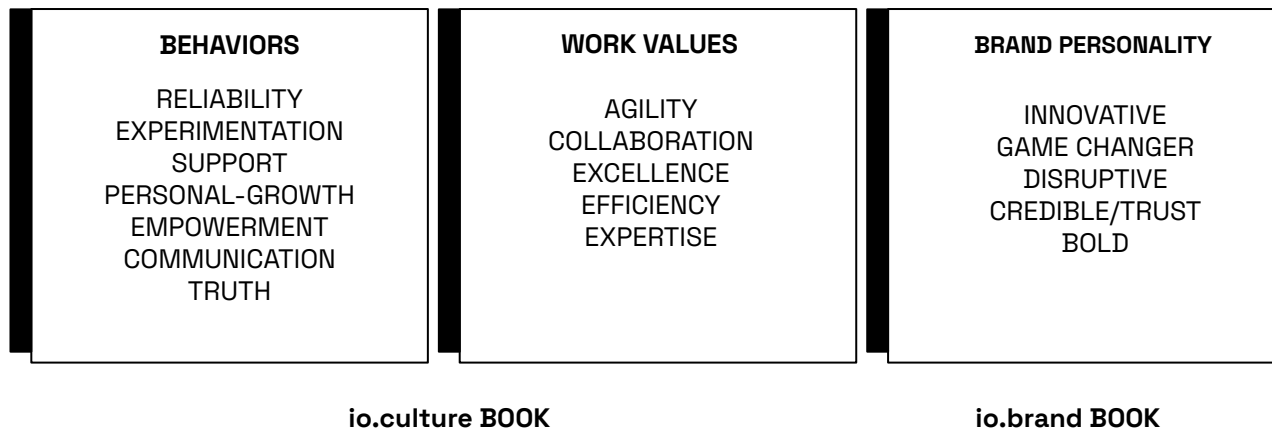
We favor **COMMUNICATION** and discussions. Everyone can discuss with anyone in the company. It's not an open door policy it's a no door policy.

We share information openly, we speak the **TRUTH** and value transparency and authenticity.

Everything we do, we do with **R.E.S.P.E.C.T.** , an **OPEN** mind and **GRATITUDE**.



## IO KEY COMPONENTS





## WORK VALUES

We believe **AGILE** organizations that respond proactively and quickly to change favor new ideas testing & adoptions, allow innovation.

We treat each employee as founder and value **COLLABORATION**, we are confident that teamwork improves productivity.

We seek **EXCELLENCE** in everything we do to drive success.

We favor **EFFICIENCY**. We try (and it's not always easy!) to avoid the vicious spiral of bureaucracy that creeps in over time as a company scales.

We value that everyone's **EXPERTISE** is mandatory to deliver the best products.



# SIMPLICITY

Simplicity is managing complexity without becoming complicated.

**IN OUR ORGANIZATION. IN OUR PRODUCT. IN OUR RELATIONSHIPS.**



# DIVERSITY & INCLUSION

Diversity is a fact, it is a mix of voices that can lead to better discussions, decisions, and outcomes for everyone. Inclusion is a choice we make every day.

As leaders, we have to put out the message that we embrace and not just tolerate diversity & inclusion.



# CULTURE ISN'T STATIC

Embrace culture change as a sign of progress. Keep your values consistent.

**“We do not seek to preserve our culture - we seek to improve it. Every new employee helps to shape and evolve the culture so we find new ways to accomplish more together.”**

They said it better!

## NETFLIX





We do not have pages of policies & procedures.  
Instead we have a 3 words policy:

**USE GOOD JUDGEMENT**



### **OFFICE vs HOME OFFICE**

You don't need to be at your desk to work.

No one as a corner office since no one as a dedicated desk.

We build globally, we live everywhere.

### **CASUAL vs BUSINESS**

Dress code policies are one visual expression of the culture of an organization.

You can be serious without a suit.

Just feel confident.

### **SOCIAL MEDIA POLICY**

Use good judgement.

### **SICK DAY POLICY**

Use good judgement.

### **TRAVEL & EXPENSES POLICY**

Use good judgement and ask Mike.



# WELLNESS

- 1 Stay active (sports, association, art...)
- 2 Take some pauses (contemplation, reflection, and breathing fosters resilience and calm...)
- 3 Plan the Fun (sports, group activities...)



# OUR FOUNDER

OPEN LETTER FROM CEO



“I want to build a company where  
everyone is respectful, feels  
empowered and have fun!”



# io.finnnet IS NOT A UTOPIAN WORKPLACE

WE ARE NOT A PERFECT FIT FOR EVERYONE

WE RECRUIT (& KEEP) ONLY:

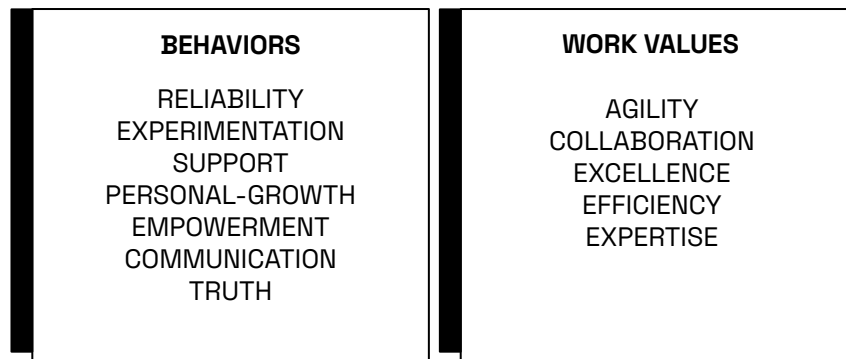
**“K”**URIOUS PEOPLE WITH **I**NTEGRITY

**N**ICE INDIVIDUALS, BRINGING **D**IVERSITY TO OUR  
TEAM

WELL, ONLY **KIND** PEOPLE.



## IO KEY COMPONENTS



Everything we do, we do with **R.E.S.P.E.C.T.**, an **OPEN** mind and **GRATITUDE**



“Start with the Customer  
Experience, then work back  
to the technology”

Steve Jobs



We are more obsessed with  
what customers **want** than  
what competitors do.





**OUR CUSTOMERS WILL  
LOVE OUR COMPANY IF  
WE LOVE IT FIRST**



# THANK YOU!

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