

RISKLENS **Culture Code**

What Makes Us Tick





RiskLens CULTURE CODE

1. We put **others** first
2. We're in this **together**
3. We **win** when our customers **win**
4. We're committed to **excellence**
5. We **enjoy** what we do

WE PUT OTHERS FIRST

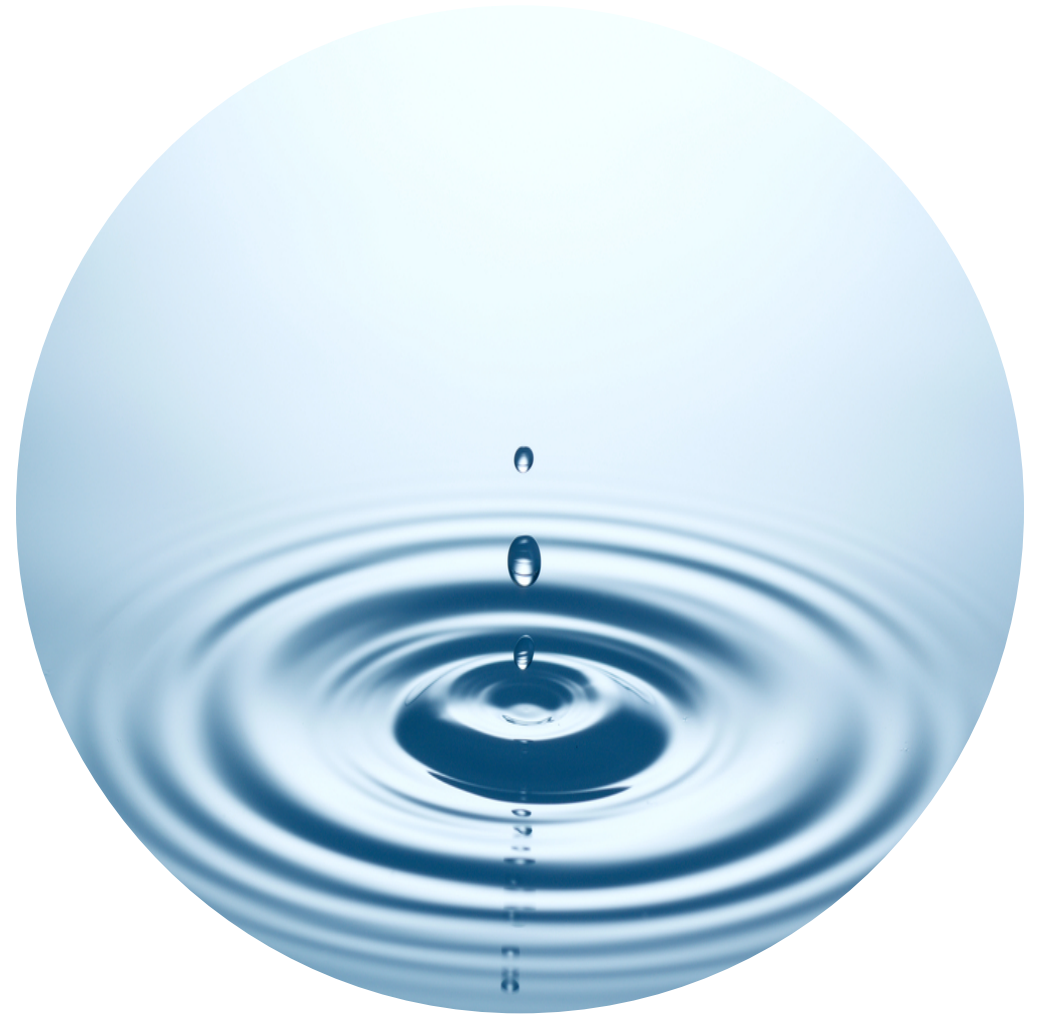
*“The best way to find yourself is to
lose yourself in the service of others.”*

- Mahatma Gandhi

We **care** for one another's well-being and **respect** everyone's abilities and differences.

Actions make an **impact**.

We want our work to be
for the **good** of
our **colleagues**, **customers**
and **communities**.



We **celebrate** the
success of **others**.

We believe **selflessness** is
key to achieving the **good**.



“A creative man is motivated by the desire to achieve, not by the desire to beat others.”

- Ayn Rand

We cultivate an environment where people can **flourish**
and we **rejoice** in our people's **fulfillment**.



WE'RE IN THIS TOGETHER

We work as a TEAM
because we believe:

Together
Everyone
Achieves
More



We build **relationships** by having
open, honest, and transparent **COMMUNICATION.**

*“**Trust** is the glue of life. It’s the most essential ingredient in effective **communication**. It’s the foundational principle that holds all relationships.”*

- Stephen R. Covey

Because of our communication...
we **trust** and **depend on** each other.



We also **coach** and **encourage** one another.

We succeed as a **TEAM.**



WE WIN WHEN OUR CUSTOMERS WIN

*“People don’t buy what you do, they buy **why** you do it. And what you do simply proves what you believe.”*

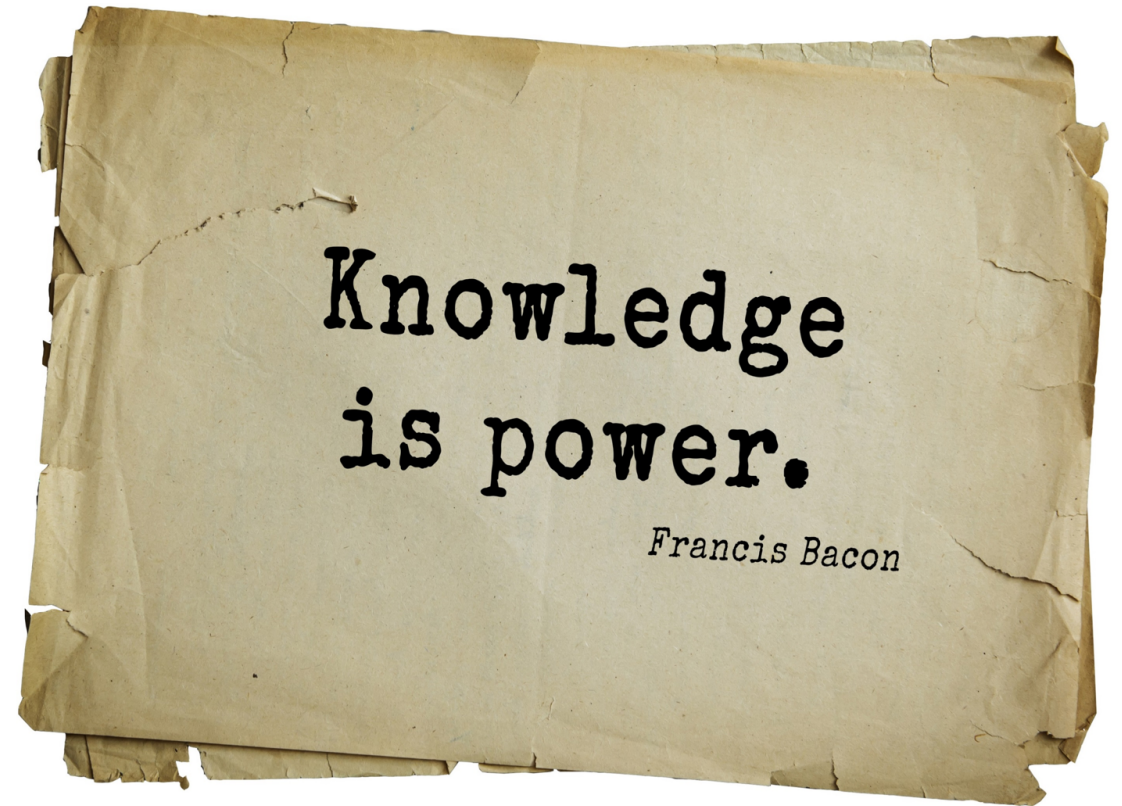
- Simon Sinek

We want to create and deliver **value** for our **customers**.

We don't want to “sell ice to Eskimos.”



The **value** delivered is the ability to **manage cyber risk** from the **business perspective** by **quantifying it** in dollars and cents.



We empower customers
to be **world class** organizations.



Customer rapport is central to our company
...so we don't take customers for granted.

We **appreciate** our **customers**.

We seek to develop **meaningful** relationships.

Since we value transparent communication in our relationships with customers, we'd like to share an interesting fact: we are **problem-blind**. For us,

CUSTOMER PROBLEM = **OUR** PROBLEM

Our problem-blindness
drives our work.

We go the EXTRA MILE
for our CUSTOMERS.



**THE
EXTRA
MILE**

WE'RE COMMITTED TO EXCELLENCE

*“Good business leaders create a **vision**, articulate the **vision**, passionately own the **vision**, and relentlessly drive it to completion.”*

- Jack Welch

We lead with **vision**.



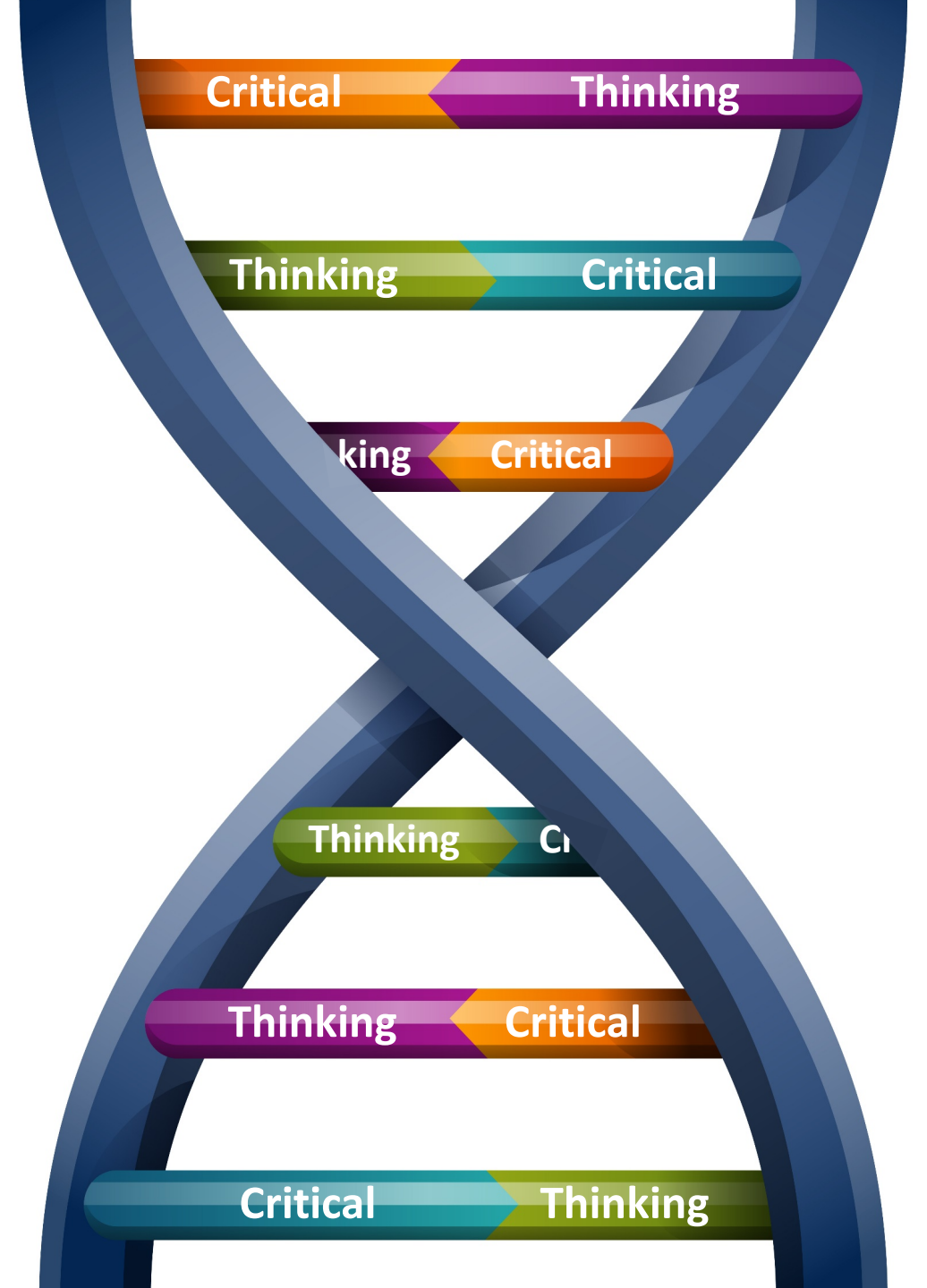
“Either you defend the status quo, or you invent the future.”
- Seth Godin

We **innovate** and **challenge** the STATUS QUO.

However, we know that we don't know *everything* but...

We are **insatiable learners**.

We embrace **critical thinking**.



"No problem can be solved by the same level of consciousness that created it. We must learn to see the world anew."

- Albert Einstein

We believe
critical thinking is
key to creating
simple solutions for
complex problems.



Once we find the **best solution**, **we top it**.

A commitment to **excellence** requires determination.

“In every triumph there's a lot of try.”

- Frank Tyger

At **Risk**Lens, we **PERSEVERE**.

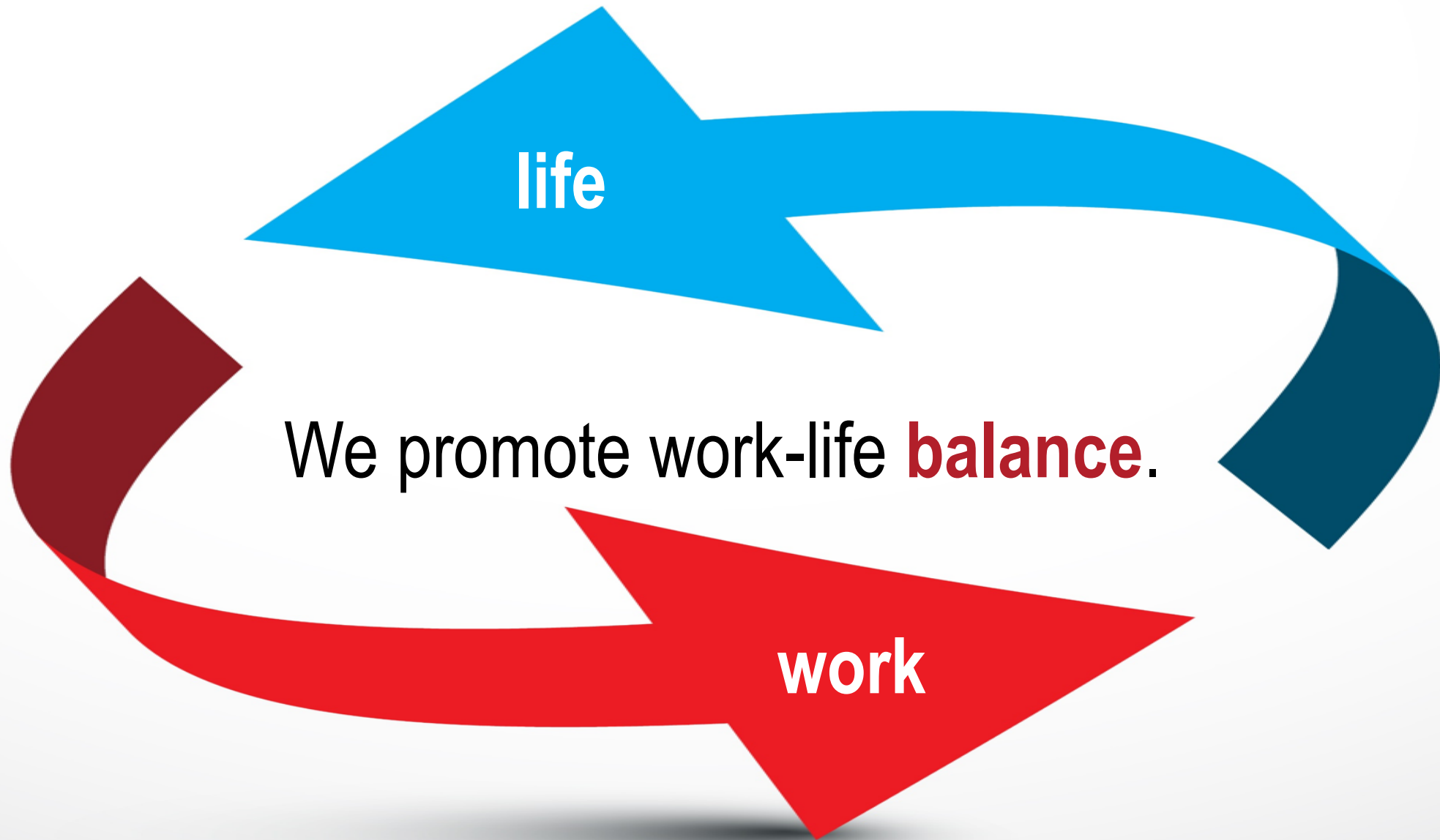


WE ENJOY WHAT WE DO

We are **passionate** about our ideas and work.

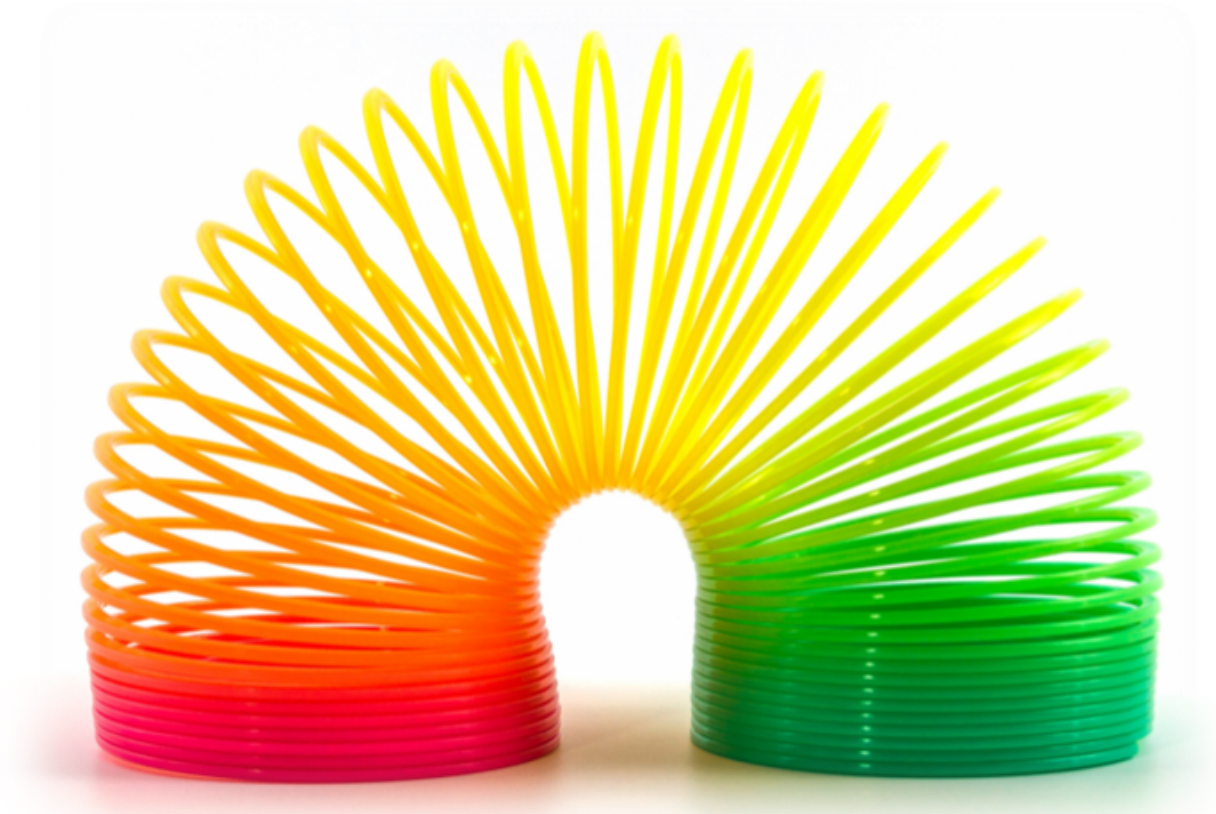
“Pleasure in the job puts **perfection** in the work.”

-Aristotle



We have **flex-time** and an **unlimited** vacation policy

... because sometimes finding **balance** requires **flexibility**.



We expect our team to exercise
good judgment.



Our philosophy is to
focus on measurements that matter.

We focus on **performance** and **results**.

*“Not everything that can be counted counts,
and not everything that counts can be counted.”*

-William Bruce Cameron

WE ARE



RiskLens

Learn More: risklens.com

