CULTURE CODE

What Makes Us Tick
CULTURE CODE

1. We put **others** first
2. We’re in this **together**
3. We **win** when our customers **win**
4. We are 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** we deliver is the **knowledge** and ability to measure, manage and articulate information and technology risk.

**Knowlege is Power!**
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
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 consciousness that created it. We need 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 RiskLens®, we PERSEVERE.
WE ENJOY WHAT WE DO
We don’t believe going to work should be a chore.

(because that could lead to a half-effort)
We are **passionate** about our ideas and work.

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

*—Aristotle—*
We love to come to work.
We promote work-life balance.
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. Not everything that counts can be counted.”

William Cameron Bruce