



# 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**.

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



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

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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

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We work as a **TEAM** because we believe:



**T**ogether **E**veryone **A**chieves **M**ore

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.”*

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***Stephen R. Covey***

**Because of our  
communication...**

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we **trust** and **depend**  
**on** each other.



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

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We succeed as a  
**TEAM.**



# WE WIN WHEN OUR CUSTOMERS WIN

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

**Simon Sinek**

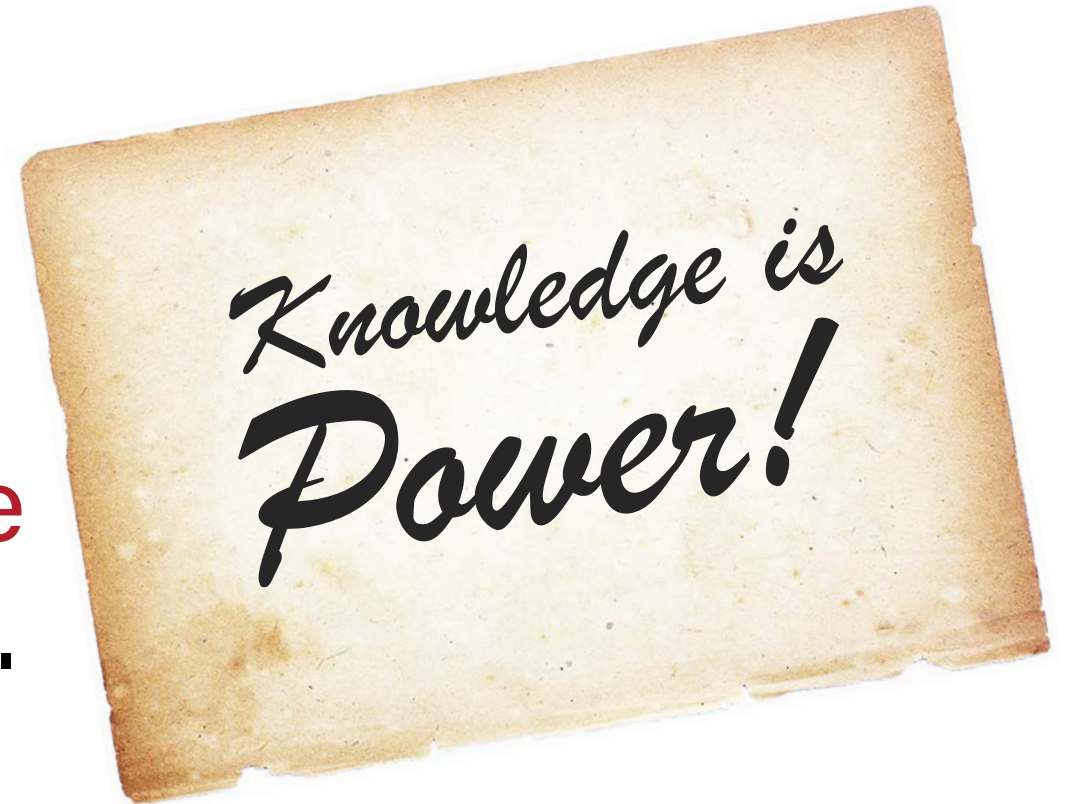
We want to create and deliver **value** for our **customers**.

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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.



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

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

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

We seek to develop **meaningful** relationships.

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

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**CUSTOMER** PROBLEM = **OUR** PROBLEM

**Our problem-blindness  
drives our work.**

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**We go the EXTRA MILE  
for our CUSTOMERS**



# WE'RE COMMITTED TO EXCELLENCE

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

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***Jack Welch***

We lead with **vision**.



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

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

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

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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."*

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***Albert Einstein***

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



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

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A commitment to **excellence** requires **determination**.

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*"In every triumph there's a lot of try." - Frank Tyger*

At **RiskLens<sup>®</sup>**, we **PERSEVERE**.



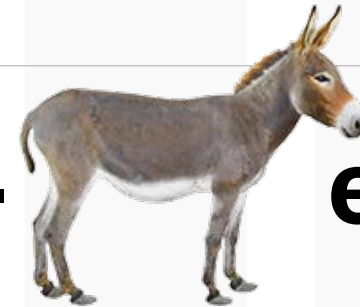
# WE ENJOY WHAT WE DO

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We don't believe going to work should be a chore.

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(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.”***

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***Aristotle***

We **love** to come to work.



**RiskLens**



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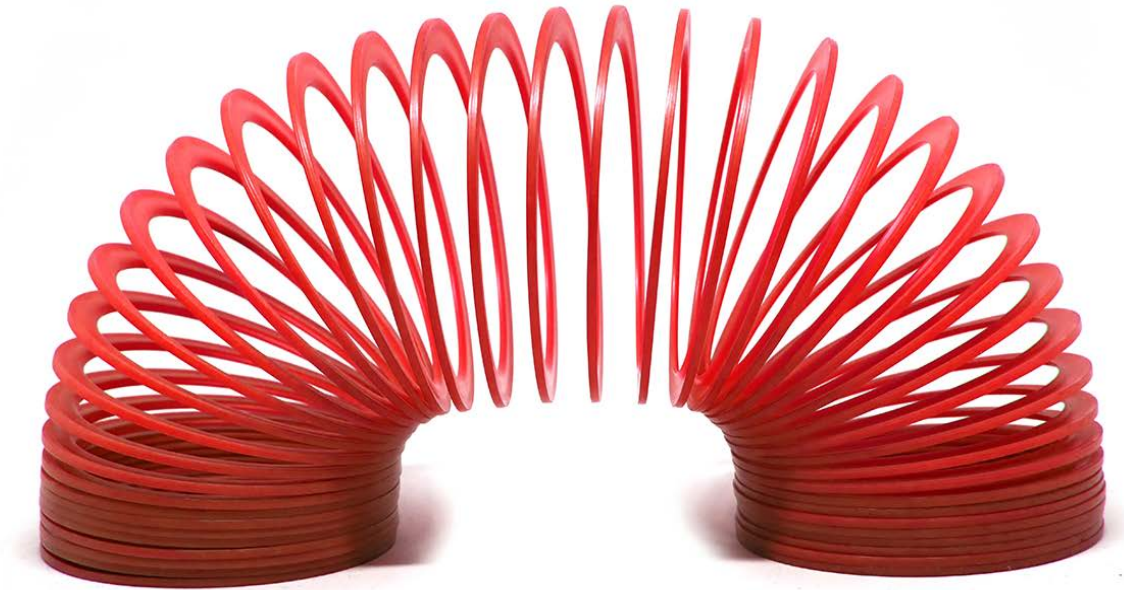
**We promote work-life balance.**

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

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



We expect our  
team to exercise  
**good judgment.**



Our philosophy is to focus on  
measurements that matter.

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

*“Not everything that can be counted counts. Not everything that counts can be counted.”*

***William Cameron Bruce***



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At **RiskLens**<sup>®</sup>, Culture Counts.

