

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large, solid red circle is positioned in the upper right quadrant, containing the text "Our Values" in white. A dark gray, curved, brushstroke-like shape is located to the left of the red circle, partially overlapping it.

Our Values

Humility, Relationships & Humour!

1

Treat people well
(employees, client, vendors)

3

Doesn't matter from where
you came, equal
opportunity

5

Feel happy to come to
to office and work with

2

Invest in Relationships

4

At least an hour of
laugh every day in
office



Street Fighters!

Roll up the sleeves and take matter in hand

Yes – We work too hard!

Passionate about what we do

Courage in all situations



There is no hierarchy – David can take on Goliath!

Great Communication

You listen well, instead of reacting fast, so you can understand better

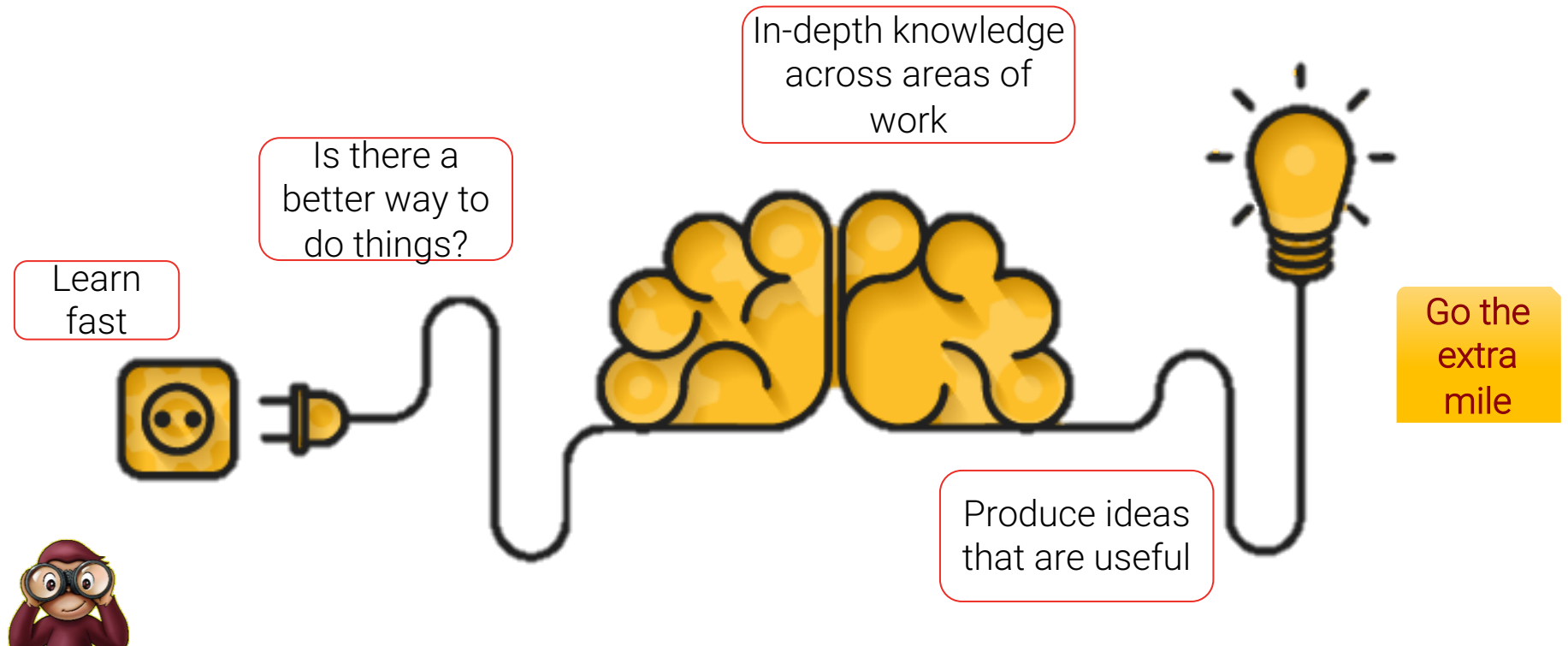
You treat people with respect irrespective of their status or disagreement with you

You are concise and articulate in speech and writing

You maintain calm poise in stressful situations



Curiosity & Innovation





Great Talent → Hire the best

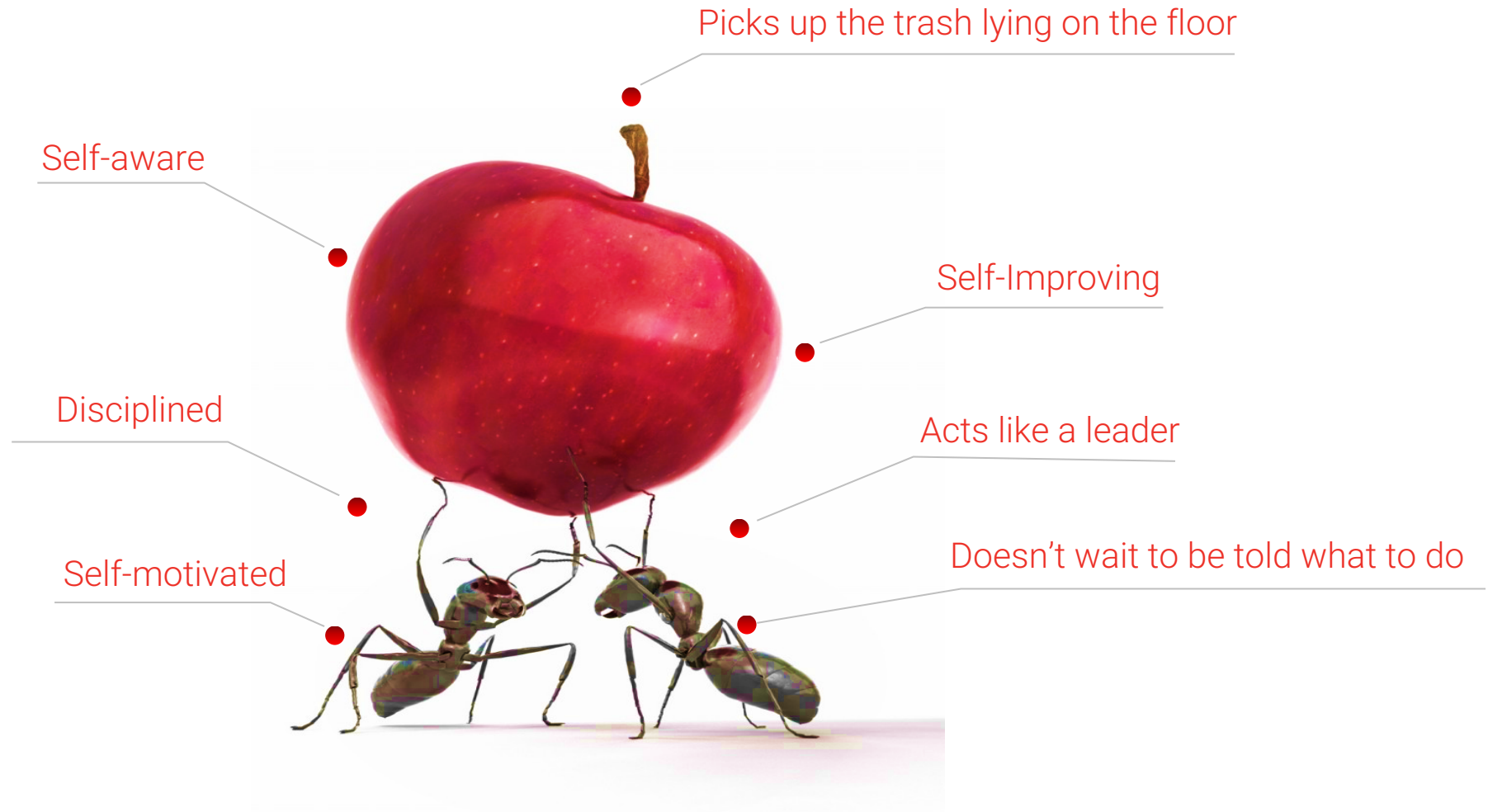
Great talent doesn't mean great schools or marks. It's the attitude which matters the most!

Is the new guy better than you, if yes then hire or think!

The day we start hiring below company average, the average of the company would keep on going down. So we work the other way around.

It's better to have smart guys working for smaller stints than the other way around.

Freedom & Responsibility



If you want to build a ship, don't drum up people to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea.

– *Antoine de Saint-Exupery*



Provide the insight and understanding to enable sound decisions

Context (*embrace*)

- 
- Strategy
 - Metrics
 - Assumptions
 - Objectives
 - Clearly-defined roles
 - Knowledge of the states
 - Transparency around decision-making

Control (*avoid*)

- Top-down decision-making
- Management approval
- Committees
- Planning and process valued more than results



Context not Control



Exceptions to “Context, not Control”

- › Control can be important in **emergency**
No time to take long-term capacity-building view
- › Control can be important when someone is **still learning** their area
Takes time to pick up the necessary context
- › Control can be important when you have the **wrong person** in a role
Temporarily, no doubt