

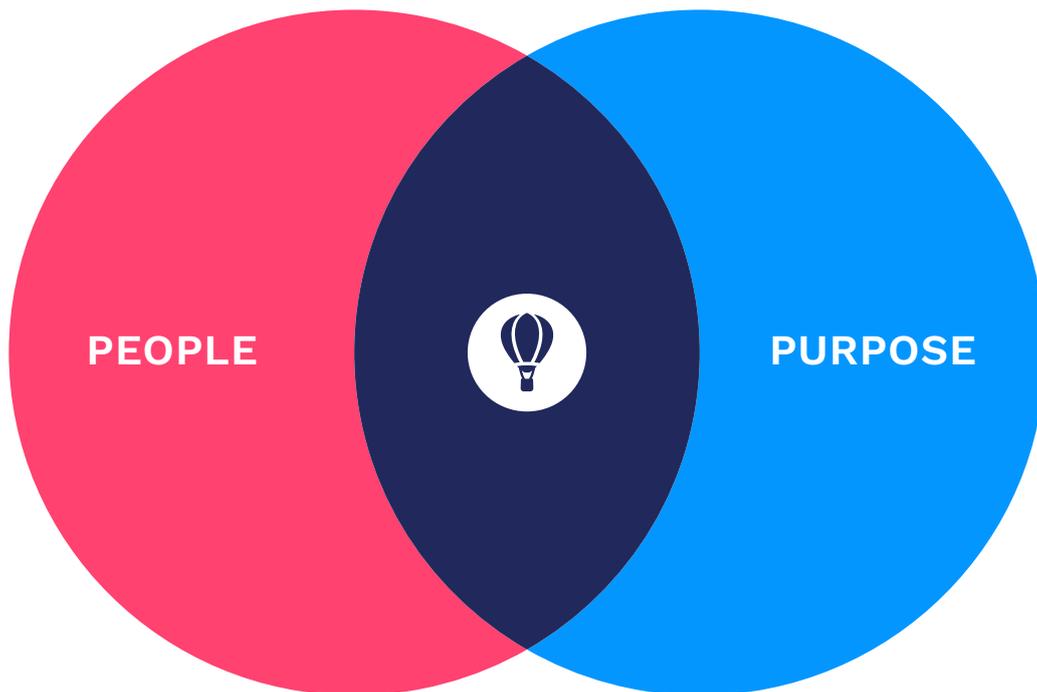


Our mission, values and guiding principles



Perkbox Mission

We enable organisations to align their people with their purpose.



Perkbox Values

Our values guide our behaviours and interactions to help us achieve our mission.



Spirit

We're adaptable, resilient and determined, bouncing back when we're down and staying humble when we're on top.



Curiosity

We're hungry to learn and share knowledge – asking questions, challenging conventions and refusing to rest on our laurels.



Trust

We trust in our ability to succeed, the autonomy to get there and the responsibility to see it through.



Unity

We're one big team, solving problems together and supporting each other to make our vision a reality.

Perkbox Guiding Principles

Who we are

We are mission driven

Great companies exist to solve a problem. We remind ourselves of our mission with each decision we make.

We are customer empathetic

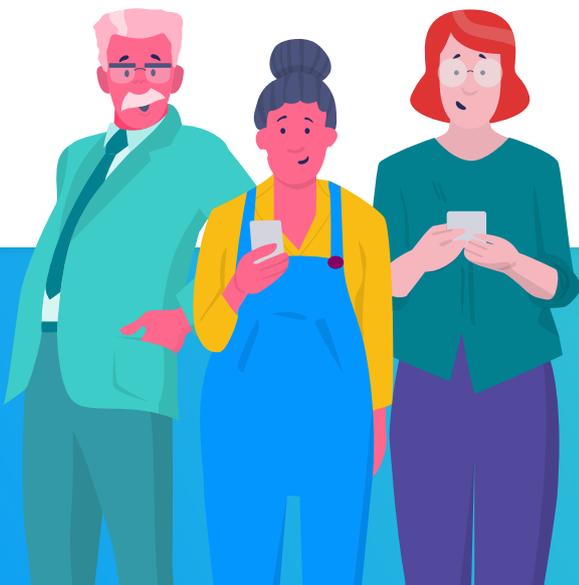
We keep our customers top of mind. We value their feedback more than our own assumptions. We don't build bespoke solutions for our customers but rather identify their pain point and then solve that for our Ideal Customer Profile (ICP). We strive to provide a better solution than anyone else. Our goal is to ensure we truly **solve** customer problems, not just sell our product.

We are product led

We believe that our main opportunities and main challenges will start with understanding our customer and how to deliver a solution through our product, eliminating any friction for our customers NOT by throwing people at the problem.

We are outward focused

In addition to being empathetic to our customers we are aware that we don't operate in a vacuum. We are obsessively curious about the outside world. We understand that it's part of our job to stay up to date with how the changing world is impacting our business, our competitors and the tech space in general.



How we execute

We strive for simplicity

We simplify. We know that simplicity is harder to achieve yet more valuable than complexity.

We understand that as a company grows there is always a risk of justifying more complexity. We actively resist this by challenging ourselves and others.

We believe in single threaded ownership

We believe that the best people to solve a problem are the ones closest to it, and empower them to find a solution. When single threaded ownership is handed to a trusted colleague, we respect it, even when we disagree with their decision. This enables momentum and identifies clear accountability.

We problem solve and act

We are obsessively focused on solving problems. We do this by working backwards from the desired goal and focus on what is possible, NOT what is impossible. Ultimately, we believe that the best way to

solve a large problem is by breaking it down to smaller problems and solving things one step at a time.

We understand that different decisions require different approaches

When faced with a decision, we start by determining what type of decision we are making and act accordingly.

When a decision has a huge and immediate impact on the business and its customers, we move ahead cautiously. This requires purposeful analysis and participation of team members before taking any final decisions.

When a decision has limited initial impact and is easily reversible, we take more risk and go for momentum. This requires single threaded ownership and a little bit of trial and testing rather than theorising abstractly. This means that certain groups might feel left out, but we understand that this is the price of momentum.

We make NEW mistakes

We accept that we will make many mistakes, especially because we move so quickly BUT we learn from our past mistakes. By doing so, we focus on making new mistakes rather than repeating old ones. We know that this – along with good feedback loops – breeds compounded continuous improvement for ourselves and our customers.

We are execution oriented

The best ideas are worthless without great execution. Great execution requires momentum, methodology and follow up. We focus on starting small, managing time and scope to create speed and momentum. We encourage clear accountability and single threaded ownership in a persistent and obsessive desire to move solutions forward, solve customer

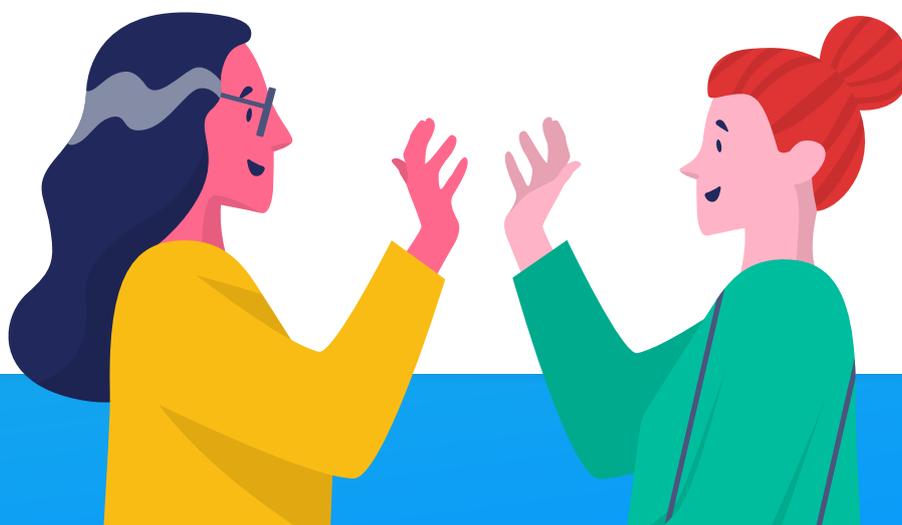
problems and continuously improve. We follow up by always measuring what we have achieved and whether we have moved the needle.

We stay focused

We absolutely believe that focus breeds success so we continuously and purposefully narrow our focus - allowing us to deliver sequentially rather than in parallel. We know that this maintains higher momentum. We say “no” to mediocre opportunities while saving our efforts only for great opportunities. This will allow for a high payoff.

We value momentum

As we execute we start small and iterate to build momentum. We know this is more useful for Perkbox than spending too much time seeking optimal solution. Momentum and iteration allows us to observe real life and real reactions.



How we communicate

We value feedback loops

We know that continuous structured feedback between customer facing employees and the people who build our product will become our true competitive advantage. We don't accept anything else and raise flags as well as become part of the solution when this doesn't happen.

We value integrity

We are always honest to each other and to our customers. We understand that reputations take a lifetime to build and a minute to destroy. We protect Perkbox's reputation accordingly by operating not only within laws and regulations but on the principle of trust.

We value diversity of thought

We believe in the wonderful results that can come from different people working together and bringing their different perspectives and ideas to solve a problem. We always commit to listening to external and internal viewpoints and believe

that sound boarding solutions with those closest to a problem is key to making effective decisions.

We believe in knowledge sharing

No matter what level we are or if we manage people, Perkboxers believe in knowledge sharing. We are stronger when we support each other in our development. We are always ready to answer questions.

We don't use principles to avoid communication

We don't work in silos and know that great communication between ourselves and our colleagues is crucial to building internal relationships. We always strive to keep our colleagues and the organisation aware of what we're doing. We know that momentum and the speed of our way of work will delay communication. We respect how this impacts our colleagues and so we ensure that we get to colleagues as soon as we can.

