



# BOOK OF **CULTURE**

# OUR MANUAL

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## Introduction

Merħba! Benvingut! Sveiki! добре дошли! Καλώς ήρθατε! Bienvenido! Bem Vindo! Bienvenue! Welkom! Herzlich Willkommen! Üdvözöljük! Welgekomen! Fáilte! Benvenuto! Witamy! Bine ati venit! Välkommen! ласкаво просимо!

### *Welcome to Blexr!*

We are a dynamic group of people from around the globe who bring our unique voice, culture, opinions and expertise to the table every-single-day. We are open, forward-thinking and growth-oriented, but if you've never worked in a company like ours, it might feel a bit strange.

We wrote this culture book to make you feel welcomed, engaged and part of the greater community. We want you to feel included from the moment you walk in the door.

What you won't find in here is how we advance your career; the amazing benefits we offer; or even the creative methods we use to make marketing masterpieces. Those are in your [Employee Handbook](#).

**What you *will* find here is a comprehensive understanding of our values and what we believe in.**

The [Blexr Book of Culture](#) belongs to you. Read it. Share it. Improve it. Just don't sell it. Knowledge should be free.

## Our core principles (in no particular order)

1. We take care of each other
2. We work well together
3. We communicate
4. We grow
5. We produce amazing work





# SECTION 1: **WE ARE HUMAN**

On an evolutionary scale, there is pond life and there are highly sentient beings - that's us! We are thinking, feeling, emotional entities that make up every single company in existence, which is why we are people first in our approach. Without you, there is no us.

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*People come first - slightly ahead of freshly roasted coffee.*

### **We aspire to be transparent**

We value being open and honest. These two words are foundational pillars of our existence that help us remain accountable, creative and focused on the same vision. So never hesitate to communicate and ask WHY - for everything! A clear and comprehensive answer should always be provided for you.

### **We aspire to be empathetic**

If you are having a bad day, we are having a bad day. It's called the butterfly effect. So when we ask you if you're "Doing OK?" we mean it. Whether your code is infested with bugs, or your boyfriend has run off with a two-headed trapeze artist, let it out. We're here to listen and seek solutions, not judge.





## **We aspire to be inspired**

Even Van Gogh needed inspiration occasionally. If you want to hit the gym, rock the Xbox, or listen to whale songs, go for it! Allow yourself a healthy break to reconnect to your passions and purpose. We only ask that your inspirations don't become distractions from reaching your ultimate goals.

## **We love to be taught and we love those that teach**

We are all experts, teachers, and students. From SEO to MongoDB to bike maintenance, everyone has something to share. Your knowledge is valued, and we'll continuously nurture effective platforms to amplify it.

## **We want you to speak up**

Though we'd love to believe we're Yoda in nature, please don't rely on our psychic abilities. You have a voice, a powerful one at that, and we'd love to hear it. If you need an audience to share an idea, improve a process, defend our values, or simply figure out the coffee machine, just ask.

*Changes can only happen when we speak up.*

## **We are heavily into emotional intelligence**

We all need to empathise with others, manage our stress, and communicate clearly, but it takes patience and commitment. We are here to support and mentor each other to nurture a happy and healthy environment.

## **We aspire to be positive**

We love Mondays. We strive to have our glass half full of beer, beet juice or protein shakes. If you see someone being negative, ask them what's up. Complaining? Find solutions. Notice someone gossiping and speculating without the full picture? Direct them to the source. Open and direct communication is key.

*Rather than speak negatively about someone we empathise, listen, support and seek solutions whenever possible.*



## We celebrate respect

We honour diversity. Whether you listen to ABBA whilst coding, or you speak Vulcan to your adopted triplets, we will support you for being you. This open and unconditionally respectful attitude takes mindfulness and a hell of a lot of practice, training, and guidance, which we offer.

*We leave every conversation, community and space better than how we found it.*

## We should be accountable

Things you **should** say:

- Why am I doing this?
- Why are we doing it this way?
- Is this work still relevant to my (our) Ultimate Goals?
- Are the Goals still valid?
- How can I contribute to the solution?
- How can I add value in this moment?



Things you **should not** say:

- *"It's not my job"*  
Yes it is your job. It's all of our jobs!
- *"I don't care"*  
Whether you know it or not, you will be impacted. So care.
- *"Do it because I said so."*  
We're not a dictatorship. You deserve a WHY.
- *"It's impossible"*  
Anything is possible! Now, whether it's a good idea...
- *"It's your fault"*  
Errors never occur in isolation. We focus on solutions.
- *"I shouldn't say anything because I might get into trouble"*  
Your voice matters - ALWAYS!

## **We trust you**

Great relationships begin with trust, and good ideas often have an element of risk. At Blexr, we accept errors as part of the creative process, and failures as part of growth. Fail fast. Fail cheaply. Just don't bankrupt us.

*When you fail, fail fast and learn.*

# SECTION 2: WE WORK TOGETHER

We brought you into this company because we believe in you. We want you to be here and will provide every means possible to help you learn, connect and contribute to the whole. All we ask in return is that you give it your very best.

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### **We are passionate**

We're passionate like an Italian opera but in an internety kind of way. We love what we do and we take it seriously, which is why we hired you. We believe in your talent, your ideas and your drive to help Blexr be the best, and expect 110% in return. **#aimhigh**

### **We love collaboration**

Great ideas vanish in a vacuum. We need one another to debate, disagree, celebrate and create. As a result, we work not only in small teams, but as one large familiar team. This means we expect you to continuously contribute and strengthen our projects with your ingenuity and insight.

*Diversity of talent and culture enables innovation.*



## **We are flexible**

Much like a contortionist, we are flexible. Sit at your desk, claim a beanbag, hang from the ceiling, work from home in your Batman pyjamas. Find the best means for you to create your masterpiece!

## **We appreciate mindfulness**

We are relaxed but fully awake. We believe that the only person you can control in life is you. Which is why we provide you with the training and guidance to handle your swirling thoughts with ninja-like efficiency. Why? Because self-awareness and accountability are important to foster happiness.

## **We aim to be healthy**

We run, bike, swim and dance. We eat well and bask in the sunshine. At Blexr, we believe a healthy body supports a healthy mind and positive emotions; which is why you'll find our kitchen stocked with tasty fruit and nuts, a superb wellness package, and showers available for your post-cycling session.





## **We love to have fun!**

If you're committing your time and energy to us, we firmly believe you should enjoy it! Remember old-school school? #boring. We promote fun. Quirky selfies, jovial memes and company days are not unusual.

## **We welcome pets & family**

All creatures are welcome at Blexr! From breastfeeding babies to fun-loving cockatoos, we'd love to meet whomever or whatever brings out the best in you. Just leave the knife-wielding monkeys at home.

## **We are approachable**

Even the most outlandish question is celebrated at almost any time. We are crafty connoisseurs of brainstorming, doodling, and plastering the wall with a rainbow of technicolored sticky notes. Do share.



## **We aim to be part of something bigger**

There is more to life than websites, coffee and Slack chats. We're part of a community, a culture, and a country which for many is not our own. Paying it forward allows us to not only have a soulful culture, but give back to the community at large.

*We trust you'll donate your time and brilliance to paying it forward.*

## **We love our office**

Keeping our space clean is a communal effort. Each and every one of us needs to collect rubbish, clean up spills and load the dishwasher. #Respect #Emotional-Intelligence #Trust

*"Reduce. Reuse. Recycle." - Anonymous wise dude.*

## **We seek balance**

Whilst we love our work and our funky offices, we love life outside of work. From volleyball tournaments, to pub quizzes and wine festivals, we seek balance and fulfillment in our lives.

# SECTION 3: **WE ARE AGILE**

Nothing in life is fixed. Our planet is in a constant state of change. We embrace change, remain flexible and learn from others. An Agile mindset is weaved into our culture.

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### **We aspire to be great**

We are insight driven - that means we spend time thinking before we leap. Research is baked into the way we work, be it competitor research, market research, data research and technology research. We are rapid and eager learners, driven to improve.

### **We are waffles**

Our corporate structure is horizontal, but slightly more vertical than a pancake. We're more like waffles, with a sprinkling of senior people to promote growth. That said, this culture playbook was created with everyone in mind. Pancakes or waffles, we believe in equality.

### **We create value**

Our goal is to consistently provide value for our customers, our owners and our employees by creating work we are deeply proud of. Our success is a reflection of everyone's work, and we celebrate it.







## SECTION 4: **FAQ**

Mildly interesting answers to your  
frequently asked questions.



**Can I swim at the beach at lunchtime?**

Sure, as long as you don't drown.

**What does Blexr mean?**

Ask Paudie.

**What is with the dog on the door?**

Ask Ian.

**What can I eat in the kitchen?**

Food.

**Can I come in on the weekends?**

Yes, but please close the door and turn off the lights when you leave.

**MAC or PC?**

Both.

**Can I search YouTube?**

Sure, if it helps you get in the zone and produce good shit.

**Can I receive packages?**

Absolutely, if it fits in the service lift.

**Where's a good place for lunch?**

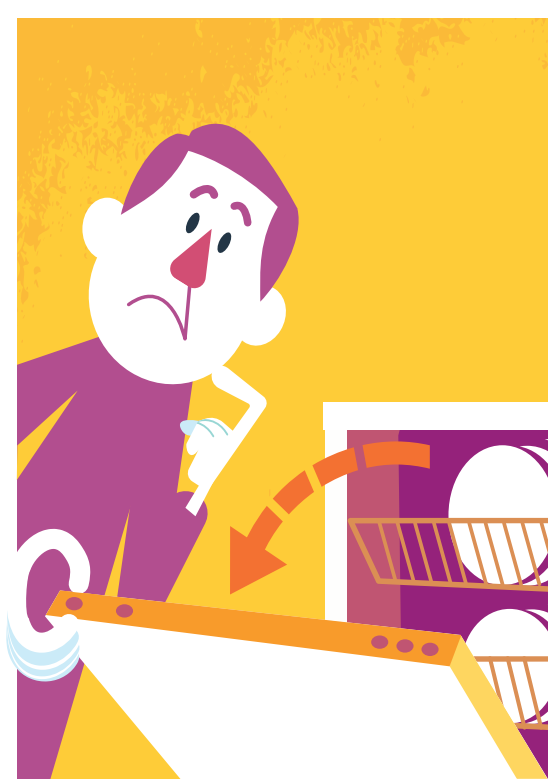
Ask the person next to you.

**Is this place a cult?**

Not yet.

**What is the primary language spoken here?**

Technically, English, but if all else fails, we'll go with the language that gets the message across.



## How to use the dishwasher:

1. Open it.
2. Insert item in a way that makes sense.
3. Close it.
4. ...No, wait. That's it.



### **Change is constant**

This Culture Book will be tweaked, improved and updated at appropriate intervals. Many thanks to all our employees for contributing with ideas and for spotting the misplaced komas,

