



THE HYROS

CULTURE DECK



WHAT THIS DECK COVERS

- ✓ **Our "Why"**
- ✓ **The excessive importance on our values**
- ✓ **A player performance**
- ✓ **Why we need LIMITED SYSTEMS**
- ✓ **Trust and context based decision making**
- ✓ **The leaders serve the team mentality**
- ✓ **Promotions and development**



THE BEST WAY FOR HYROS TO THRIVE IS
A STRONG AND CLEAR CULTURE



OUR VISION

A World Where Hyper Accurate Tracking
Is So Easy To Achieve That It Becomes
The Default For Every Online Business



OUR MISSION

Invent technology to make it simple for digital businesses to gather their true sales data and act upon it

SO THAT ONLINE BUSINESSES CAN

- ✓ **Confidently build their dreams**
- ✓ **Grow to provide more jobs and hire more people**
- ✓ **Share their values/message with the world without fear**
- ✓ **Stop struggling and start growing**



THE BEST WAY TO DO THIS IS BY

Staying True To Our Company Values and
Making It The "Source Code" Of All Our
Actions



NO B.S. VALUES

Many companies talk about values and post what they care about all over the site and brand...And then do not follow them at all.

For example, in the gaming industry many large companies state their values are creativity, pioneering and passion for gamers.



It's Not Just About Saying It. It's DOING IT.

Yet these companies consistently release un-creative money grabs that anger customers. They are known for ruining game franchises due to going for money instead of passion.

They do not pioneer. They repeat the same mistake over and over and over while forcing developers to make bad money grab games...



The Real Company Values Are Shown

By how the company and its employees makes decisions.

It is shown by their choices with their products.

It is shown by who is rewarded and promoted.



Our Real Company Values Are What We Reward, Promote and Look For In Our Team

We want teammates who embody these values.





The Problem We Solve

It is tough for digital businesses to get accurate sales data on their business to act upon.

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THE HYROS CORE VALUES

1. Spartan Wall

We win the battle for our customers by protecting/taking care of each other.

2. Make It Share Worthy

In all things consider the impression the customer will have and think "Will this WOW them so much that they HAVE to tell someone about it"

3. Brutal Data Driven Truth

Whether in our work or data we must never operate off anything but the 110% accurate truth.

4. "Seek And Destroy" Proactive Problem Solving

Instinctively pursuing and solving hard problems is where our success comes from.

5. Eye Of Mordor Long Term Focus

Focus on the key long term mission and keep the mission the key focus.

SPARTAN WALL

At HYROS, we are a remote-friendly company. This means that our team members are trusted to work without supervision and with minimal communication. This leaves us very open to abuse of remote working and/or minimal work requirement which pushes problems to others. This CANNOT happen as it ruins the experience for others.

We must trust that each team member can count on another team member no matter what.

We are a team and we fail or succeed together. Just like the Spartans in the movie 300, each player must cover the other players backs or our entire system falls apart.



SPARTAN WALL

Examples:

- ✓ Spotting an alerting team member of non-obvious problems.
- ✓ Grabbing someone's work or fixing a problem without being asked because it helps them. ✓ Making sure your work has no errors before being passed to your team.
- ✓ Working together to make a customer happy and ensuring the entire communication process (engineer to support) is correct.
- ✓ Proactively working outside our immediate job roles when needed.
- ✓ Finding solution to problems instead of blaming each other.



KEEP IT #SHAREWORTHY

Referrals and unsolicited word of mouth are the #1 indicators that we are making our clients happy. When people have a GREAT experience they tell people about it. Brands like Slack, Uber, Shopify, Convert Kit grew almost entirely from word of mouth because their customers couldn't stop sharing their experience.

This is our goal with HYROS. At HYROS we aim to make interacting with our software and team something that makes people go "Wow, this is an experience I have to share". When we talk to a customer or make something new we must always think "Is this experience something worth sharing?". There is no better way to ensure our customers success AND our continued success.



BRUTAL DATA DRIVEN TRUTH

At HYROS we must always have the best feedback, idea, and TRUTH. We want teammates who will speak up when they see a problem and let us know when we are failing to meet the values we have set forth.

We want to always express the truth with each other, even if it is ugly. Because if we operate without truth, our actions will not lead to the best results or down paths that hurt us. The truth is ACCURATE and our company is based on accuracy for our customers. If we operate on anything else we are failing at our purpose.



"SEEK AND DESTROY" PROACTIVE PROBLEM SOLVING

At HYROS the entire value of our company comes from solving hard problems. This means it's not only our job to solve the problems but to also proactively seek them out. The more hard things we make easy, the better our customers experience. One of our most valued traits in a teammate is doing things without being told, and proactively spotting problems before they happen and preventing them.

Extreme proactiveness also means we value teammates who are willing to step outside their job role and alert the team when they see a problem that hurts our goals. There is no kicking the can down the line at HYROS. Like a professional athlete, every team member must be thinking of ways for the whole team to succeed and not just their own success.



EYE OF MORDOR LONG TERM FOCUS

Remember the “Eye of Sauron” that relentlessly watched Frodo in “Lord of the Rings”? At HYROS we operate the exact same way. Once we set our goals we do not focus on anything else. We remove distractions and say no to anything that does not relate to these goals.

We also prioritize our tasks as a team and focus on the most impactful tasks one at a time. We keep our focus on our “main thing” and we do not take it off.



OUR VALUES EXIST TO GIVE US A NORTH STAR

If something does not match these values it **MUST** be questioned.



WHEN IN DOUBT CONSULT OUR VALUES

If your choices align with them then
you will always make the right choices.



EXAMPLE #1

Our CEO, Alex Becker, announces a new feature. You notice there could be a few ways to reduce the steps and/or there is an error in the thinking.

It could hurt customers data accuracy. The Action Our Values Demands: You do not let it slide or play politics. You contact Alex with the criticism and point out his errors.

Spartan Wall - Data Driven Brutal Truth – “Seek and Destroy”



EXAMPLE #2

You notice a customer is struggling with a feature or integration due to a small surface level glitch that has a work around. They are also not 100% sure how to scale their ads and looking to improve their business OUTSIDE of just better tracking.

You could push this to a developer and take the easy road.

The Action Our Values Demands: You go out of your way to log into to their tools and connect the integration, you then find one of our free ad courses and share it with them to help them with scaling their ads.



Spartan Wall – Keep It #SHAREWORTHY

EXAMPLE #3

You notice a staff member is struggling with hitting his goals However, your position doesn't require you to help. The Action Our Values Demands: You go out your way to be honest with the staff member and coach him to better performance.

Spartan Wall - "Seek and Destroy" Proactive Problem Solving



EXAMPLE #4

You notice an error in data that no one else is seeing in a customer's account. This error only affects 1% of customers. This could likely go unnoticed by most of our customers and staff.

The Action Our Values Demands: You go out your way to fix the issue in the customer's account with them then speak up to our team about the problem and make a card.

Keep It #SHAREWORTHY- Spartan Wall - Eye Of Mordor Long Term Focus



THE FOUNDATION OF OUR SUCCESS

**ACCURATE "A PLAYER"
PERFORMANCE**



ACCURATE "A PLAYER" PERFORMANCE

At HYROS, we thrive by being flexible and lean team that can hire talent from anywhere in the world. Because of this, it is beyond important that we not only hire A players but also ACCURATE A players.



"A PLAYERS" ONLY

At HYROS because of the freedom and from home opportunities we give to our staff, we can only work with A players. B and C players are people that take advantage of freedom, push off work to others, and do as much work as they are "required" to do or as little as possible.

There is NO single bigger way to ruin a team of A players than forcing them to pick up the slack of B & C players. This is especially true in our virtual office.

Every person must be hold themselves to A level performance because we do not have time to monitor or motivate B & C players.



"A PLAYER" DEFINED

An A player is not only a person who delivers high quality work, but does it quickly and without supervision. An A player actively wants to improve the company and their teammates.

An A player is a person who wants more responsibility and to help improve, fix, and be a part of solutions at the company, not just keep meet their quotas.



ACCURATE "A PLAYERS"

Being an A player is not enough though. For example, Babe Ruth had the most home runs of all time but also the most strike outs.

Our customers requires us to operate with an extreme level of precision so we cannot have "cowboys"/players who are reckless or turn in 98% done work.

We need A players who can not only get work done at a high level and quickly, but also cross their Ts and are attentive to small details that "cowboys" may miss.



THE BEST WAY FOR HYROS TO GROW SMOOTHLY

**CONSTANT LIMITED
SYSTEMIZATION**



CONSTANT LIMITED SYSTEMS

At HYROS, we want to systemize everything with SOPs (Standard Operating Procedures) and checklists. This is the best way to avoid errors and make it easy for our staff to work quickly and introduce new members as fast as possible.

We will constantly be replicating services and processes for our customers and if these are not systemized, we will be constantly making the same errors, re-doing work, and hurting our customers.

This will also make it extremely hard for new employees to join our team if they do not have systems and checklists to work on.



THE McDONALDS EXAMPLE

McDonalds is one of the most successful businesses on earth because ANY person can buy a franchise, copy their existing systems and have a successful restaurant (McDonalds have less than a 2% failure rate).

This is because of the extremely detailed systems and checklists McDonalds provides its franchises.

We must do the EXACT same at HYROS...Except our product isn't greasy burgers...It's top of the line tracking.



LIMIT SYSTEMS AND COMPLEXITY

Systems and checklists are our key to rapid growth without error. However, NOTHING is less productive than making systems just for the sake of systems. On top of this, long complicated systems are hard to follow.

Our goal at HYROS is to minimize steps and simplify procedures. If one system can do the job of 5, we want to move to this better system.

We must keep improving our systems, but also focus on having as few as needed with as simple steps as needed.



FREE TO IMPROVE SYSTEMS

At HYROS our systems are only as good as the people paying attention to them.

We want every team member always looking for ways to remove unnecessary systems OR fix problems proactively.



TRUST AND CONTEXT DECISION MAKING

Most companies work with every single decision needing to be approved by someone up the chain. This will KILL us.

While some decision must be approved, such as approving a large payment to a contractor or legal decision, we want our team to be able to make decisions based on the context we provided.

Context: Does this action align with our mission and values? If yes, make the call. If not, prevent it. You are trusted to make the call. All we ask is that calls are communicated.



THE LEADERS SERVE THE TEAM

Most companies are made to serve the senior members and their actions rarely are focused on help their teammates in supporting roles. This is NOT how we work.

The CEO works for the coaches and our coaches work for our players.

This means it is our coaches job to make our players jobs easier and our CEOs job to make our coaches jobs easier.



THE LEADERS SERVE THE TEAM

The system breaks if we optimize upward. The owner gives the coaches the resources they need to coach the players to score points. If our owners do not consider developers first, the code breaks and our support and sales fail.

If our coaches only serve themselves, our players on the ground are held back and cannot score points.

Players help score points, coaches help players score points, owners help coaches and players have all they need to be the best they can be



THE LEADERS SERVE THE TEAM

Example: I, Alex Becker, was launching promotions without notifying our support team.

The Result: Our support team was constantly being caught off guard. This made their job harder and hurt their ability to help customers.

Top Down Serving Fix: I created a calendar alerting our coaches and players when I will be doing promotions and make sure they can be prepared before I launch one.



HIRING AND PROMOTIONS

At HYROS, we aim to promote within first BASED on needs, skills and most importantly, the alignment with our values.

We would much rather have a person who matches our values and needs to be trained than a super genius lone wolf cowboy who plays only for himself.

We aim to hire people who fit our values first and skills second. We aim to promote people who are excited about our mission, vision and personify our values.



**OUR COMPANY WHEN
WE OPERATE AROUND OUR VALUES**



**OUR COMPANY WHEN
WE DON'T**



These slides are to serve as your North Star, your default and your “when in doubt” guide.





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