HYROS

CULTURE DECK

A REFERENCE TO OUR COMPANIES FOUNDATIONS

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

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

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

2. O.C.D Customer Fandom
We revel in our customers victories. We do what ever it takes to get them there.

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.

The Best Way For HYROS To Thrive
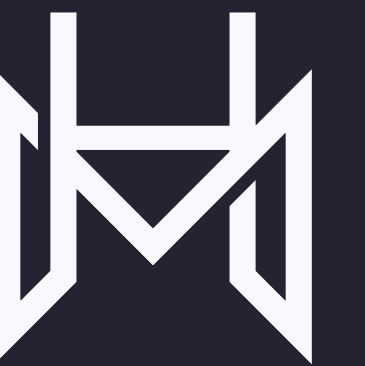
STRONG & CLEAR CULTURE

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The Aspects Of Our Culture

✓ Our "Why"

✓ Excessive importance on our values

✓ Extremely accurate A player performance

✓ Constant LIMITED High Impact systemization

✓ Responsible intelligent "free to improve" systemization

✓ Top down autonomy based on context

✓ Top down serving

✓ Promotions and development

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Our Why : Problem

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

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Our Why : Vision

Revolutionize digital marketing by making it effortless to get a businesses sales data and act on it

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Our Why : Mission

Invent technology to make it simple for digital businesses to gather their true sales data and act upon it
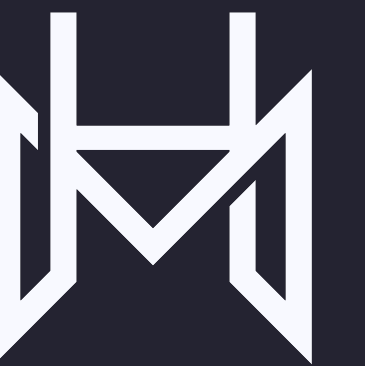
HELP ENTREPRENEURS AND BUSINESSES:

✓ 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

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NO BS 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.

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It's Clear This Is All Talk

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 pioneering and they repeat the same mistake over and over and over while forcing developers to make bad money grab games....
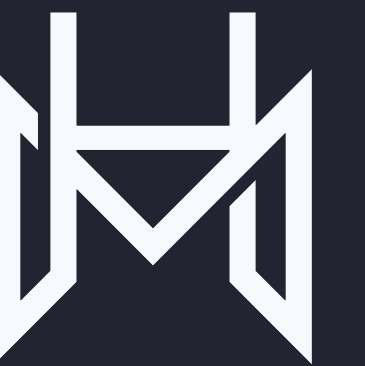
HYROS

It's Clear This Is All Talk

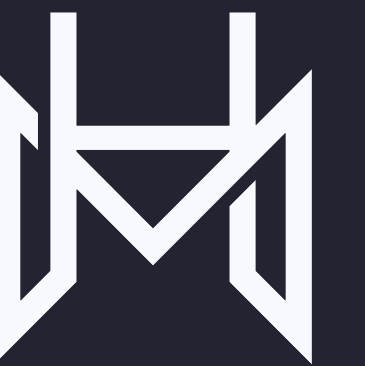Showing they value one thing. Profit before all else.

We cannot have this hypocrisy at Hyros.

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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.

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

We want teammates who embody these values.

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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 Spartan in the movie 300, each player must cover the other player's backs, or our entire system falls apart.

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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
✓ Not blaming systems or issues of surface level problems

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O.C.D. Customer Fandom

Our customers are our favorite sports team. We are the crazy "painted up" fans in the stands that care a little to much about their "game". We care so much that we will go to O.C.D tedious lengths to ensure a good customer experience.

We want our customers to feel like LeBron James whenever they interact with us. Admired and unconditionally supported.

When a customer gets a result they win. Nothing is more exciting than when our customer wins. It's our job to make them feel that excitement and do whatever it takes to get them to that win with our technology.

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O.C.D. Customer Fandom
Is About Customer Results

Examples:
1) By always taking action to make it effortless for our customers to win. We want to stack the deck in their favor even if it means more work on our part.

2) Actively finding ways for a customer to grow their business with our data. Then forcefully helping them use that data to grow!

3) Talking with customers, understanding them and actively pursuing new ways to delight them without them having to ask!

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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.

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"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 teams who are willing to step outside their job role and alert the team when they see a problem that hurts our goals and/or ways place to improve.

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 success.

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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.

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Our Values Exist To

Give A North Star. If something does not match these values it should be questioned.

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When In Doubt

Consult Our Values, Vision, and Mission

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These Values Will Be Reflected

In our hiring, promotions, bonuses and every aspect of our team.

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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 - O.C.D. Customer Fandom

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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 in a market where you know the best time to send emails, by looking at Hyros's data.

However, your job is simply to provide support. Not technical help or marketing guidance. 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 notice their business and share some cool insights on how to get better open rates.

Spartan Wall - O.C.D. Customer Fandom

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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

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Example #4:

You notice an error in data that no one else is seeing in a customers 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 customers account with them then speak up to our team about the problem and make a card.
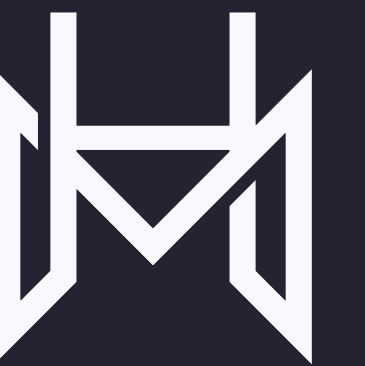
O.C.D Customer Fandom - Spartan Wall - Eye Of Mordor Long Term Focus

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The Foundation Of Our Team's Success

Accurate A Player Performance

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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.

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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.

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What Is An A Player

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.

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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.

We aim to do work once and only once as much as possible.

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The Best Way For HYROS To Work Smoothly

Constant Limited Systemization

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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.

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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 and delivery.

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LIMITED SYSTEMS

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.
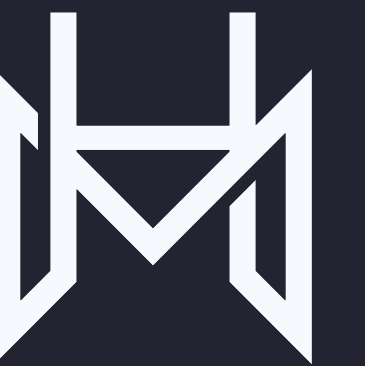
This does not mean creating shortened over simplified systems. It means lowering them to their simplest form WHILE keeping the intended results.

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The Best Way For Our Systems To Keep Evolving

Responsible intelligent "free to improve" systemization

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Free To Improve Systems

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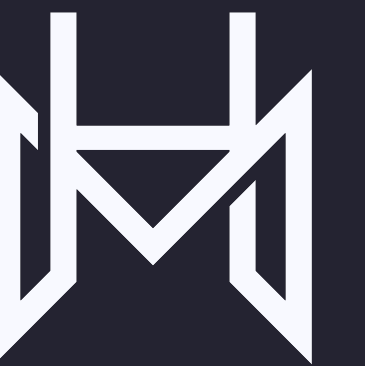paying attention to them.

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

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How A Well Designed System SHOULD Work

Top Down Autonomy Based On Context

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Top Down Autonomy Based On Context

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.

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How We Work Together Most Effectively

Top Down Serving

HYROS

Top Down Serving

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.

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Top Down Serving

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.

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Top Down Serving

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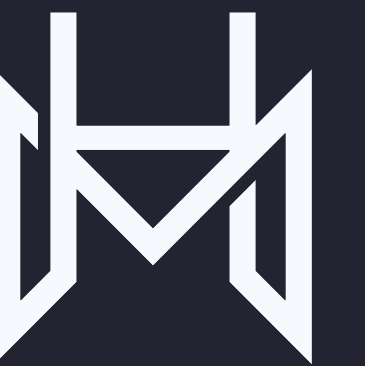
Top Down Serving Fix: I created a calendar alerting our coaches and players when I will be doing promotions and make sure they can be prepared before I launch one.

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What We Look For And Reward

Hiring And Promotions

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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.

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Our Company When We All Operate Around Our Values and Mission
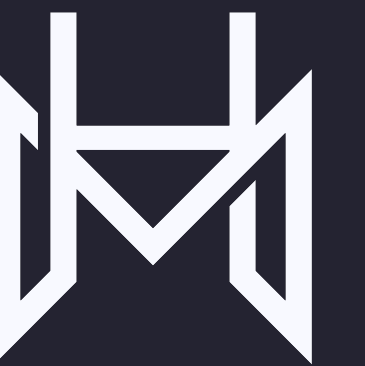
Our Company When We All Operate Around...Whatever...

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

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Print This Out/Put It On Your Desk

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