

# Culture Code

How our culture  
**helps to save energy.**

# *What is culture?*

culture | 'kelCHer |

Noun

1. Organizational culture is the behavior of humans within an organization, and the meaning that people attach to those behaviors.
2. Culture includes the organization's why, values, norms, systems, symbols, language, assumptions, beliefs, and habits.

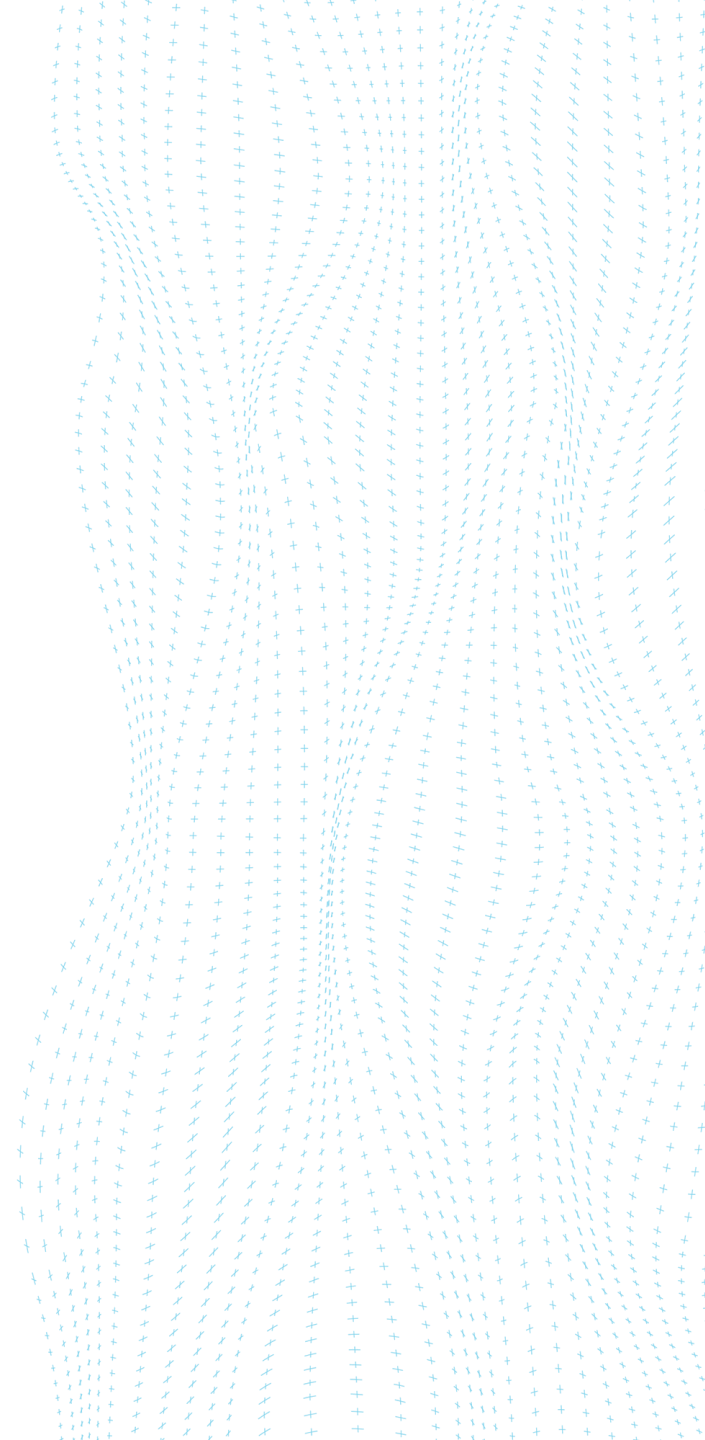


On their way to  
**greatness**,  
every company  
develops a  
**culture** that  
helps them on  
that **journey**.



**Let's talk  
about  
Skeleton's  
culture.**

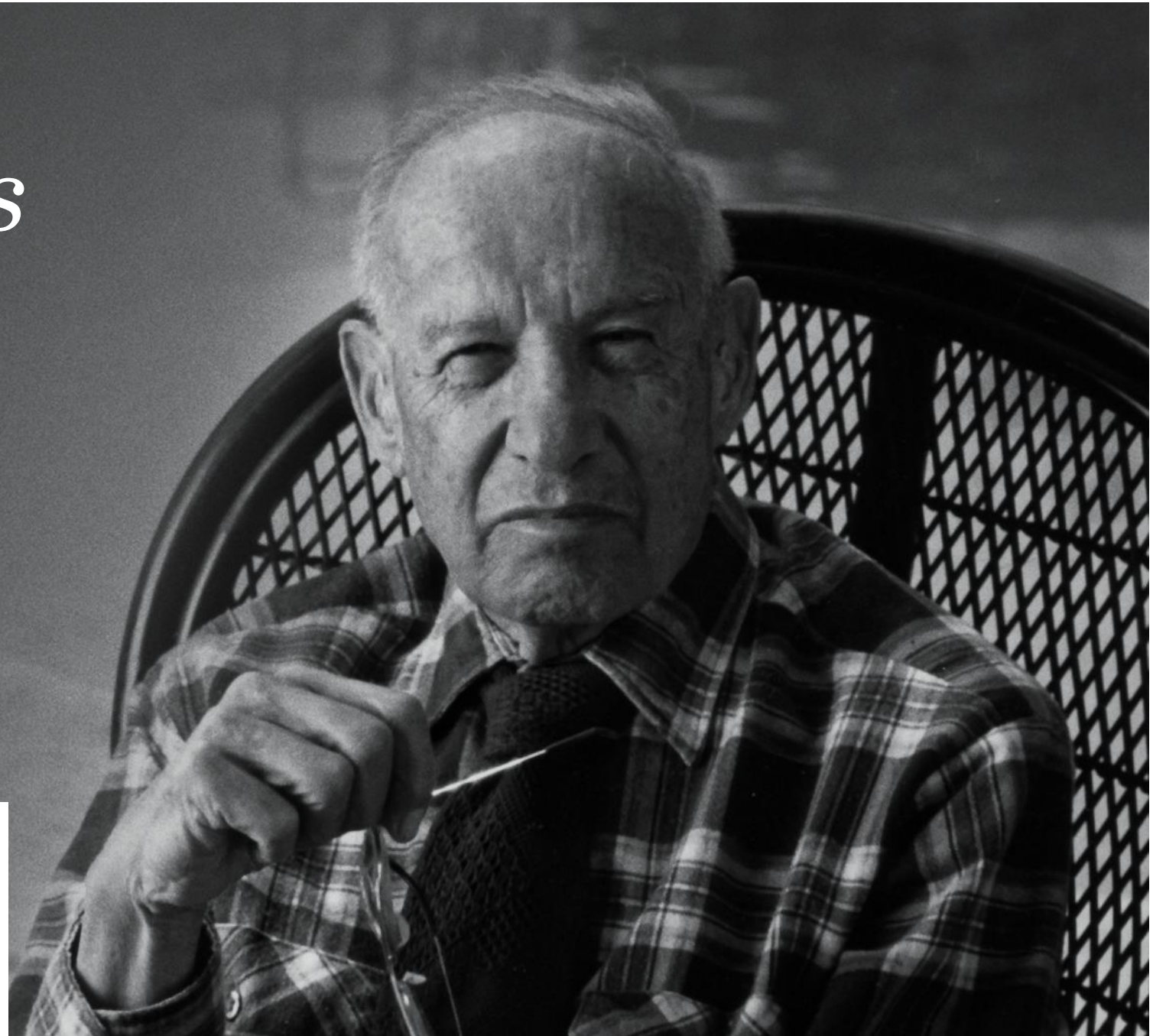
Why is  
**culture**  
important?



*“ Culture eats  
strategy for  
breakfast.”*

- Peter Drucker

Culture is important,  
**but how does it  
translate into actions?**



It's the  
**attitudes, behaviors, mindsets**  
we believe are important to succeed as a company,  
so everyone should have them.

These are our **Core Values:**

# Get Sh#t Done

We focus on finding solutions, not describing problems

We start with a goal in mind and do what it takes to reach it

We learn through doing, not through endless discussions

# Push Boundaries

We go  
outside our  
comfort  
zones

We act  
with a  
sense of  
urgency

We  
question  
the status  
quo

We keep  
trying when  
others would  
have given up



# Use Good Judgement

We use  
our  
resources  
wisely

We seek to  
help, even  
if it's "not  
our job"

We speak up  
when we see  
something that  
needs solving

We value  
clarity  
over  
cleverness

*“I always wondered why somebody doesn't do something about that. Then I realized I was somebody.”*

- Lily Tomlin





# People

How we act

**Netflix said it best when they said:**

*We're a **team**, not a family.  
We hire, develop and cut smartly so we  
have stars in every position.*

— “ —

**NETFLIX**



Having said that,  
**WE LOOK FOR**

**ATTITUDE**

**WITH  
APTITUDE.**

**Having the right skills is not enough – you also need the enthusiasm and drive.**

However, if you come to work  
with a spark in your eye,  
there's nothing worse than a

**rude, whining  
peacock.**





So, like a nightclub,  
we have a strict door policy:

 **NO PEACOCKS**

 **NO WHINERS**

 **NO JERKS**



**Work**  
What's  
important?



# When managing yourself and others, follow these four principles

1.

Results

2.

WDWBW

3.

Iterate

4.

Use second  
order  
thinking

# 1. We work for results

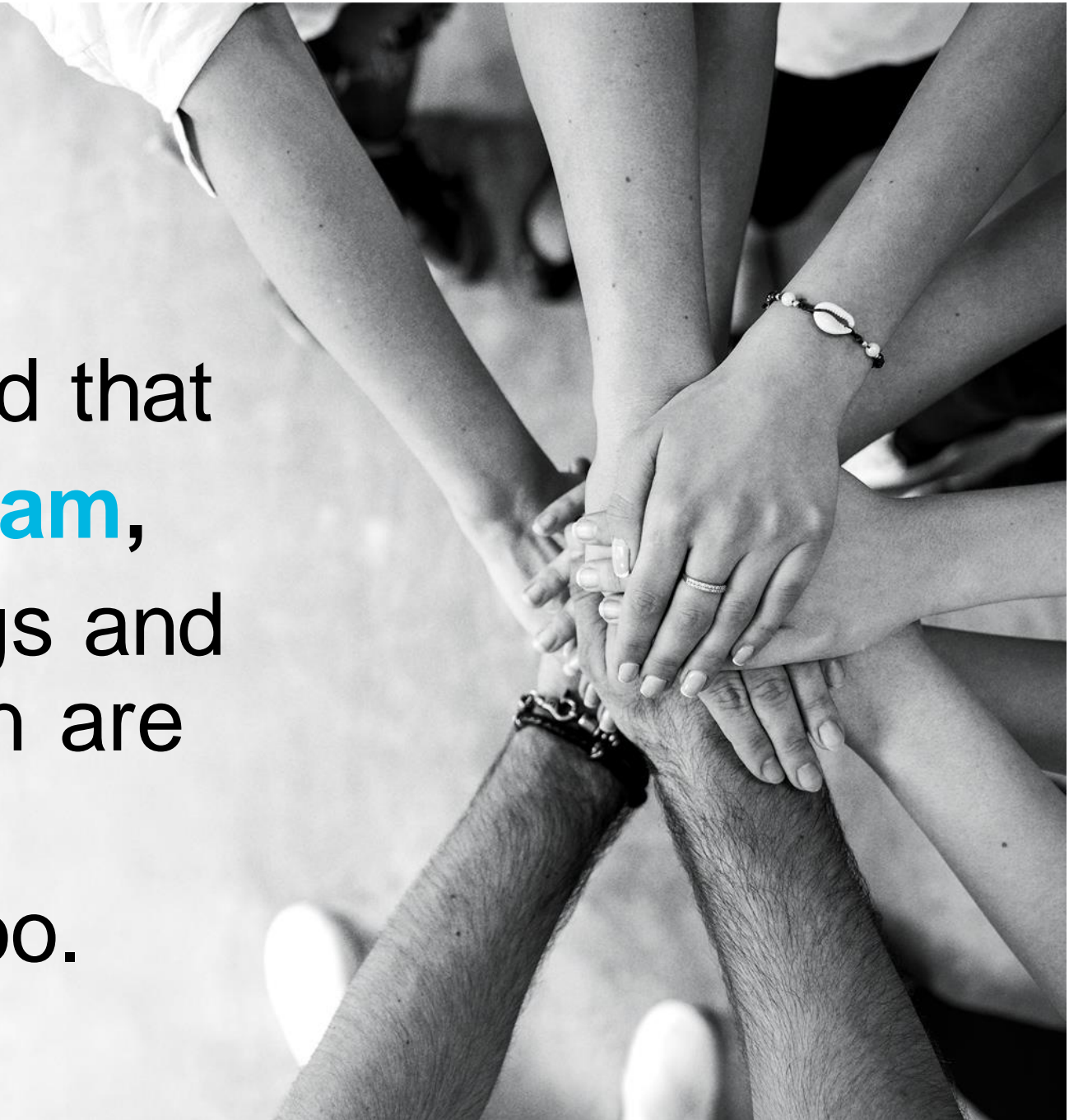
and we realize that the best results are not always achieved at the office between 9 and 5.

Sometimes you need *peace and quiet* to

**get sh#t done.**

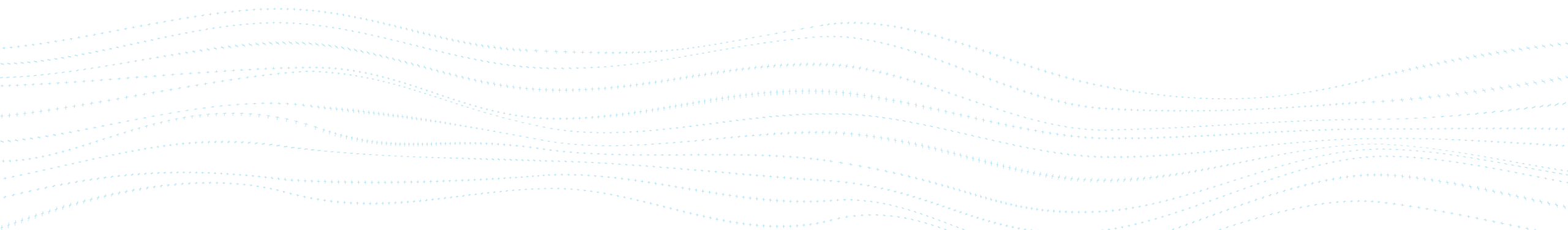


Although keep in mind that  
**we operate as a team,**  
which means meetings and  
direct communication are  
required for the  
**team's** results, too.



## 2. **WDWBW**

Action items without clear responsibilities and deadlines is just talk.



WDWBW

WHO

DOES

WHAT

BY

WHEN

---

Five words that take  
you from “talk” to “**done**”.



3. **We learn by doing.**

Charting new territory is –  
**by definition –**  
**full of unknowns.**

So know where you want to go.

# What is the “big picture” goal?

But don't get stuck  
in planning, from  
the comfort of  
your desk.



A black and white photograph of a person standing on the peak of a rocky mountain. The person's arms are raised in a 'V' shape, and they are silhouetted against a bright, cloudy sky. The foreground shows the rugged, layered rock formations of the mountain.

Get out  
there.

Find what  
works and  
what  
doesn't.

Iterate,  
improve and  
keep working  
towards your  
goal.



## 4. “And then what?”

The immediate effects of our actions are usually relatively predictable.



But what we should be asking ourselves is “and then what?”.

What comes after the immediate and what after that etc.





This called second  
order thinking  
and it's the  
key to success.

We are

**SKELE+ON**  
**T E C H N O L O G I E S**

We help to save energy.