

# The Culture Book

At Mindful Snacks



# Why a Culture Book?

Because Culture matters.

It's the heart and soul of a company. It's what defines us.

Cultures exist whether you create them or not.

If you don't take care of your Culture, it will form on its own.



# Why a Culture Book?

We created a Culture Book to share what we value to new hires and to remind the rest of us about what's important, should we ever forget.



# Why a Culture Book?

Our Culture Book will grow, change, evolve and continue to enhance who we are as our company grows and matures.





# Why a Culture Book?

Within our Culture Book are our Core Values.  
We have 6 of them.

These values define us as a company and help  
to shape our culture.

Our Core Values remain very consistent.



# Core Values

## The heart of who we are.

Our core values define who we are as employees of Mindful Snacks and how we choose to shape our culture.



# Core Values

As growth in the company continues, we will ensure we never lose focus on our core values which will continue to define us.



# Core Values



Should we ever come to a crossroads when making a difficult decision, we will look to our Core Values to assist us in the approach we take.

# Core Values

Nobody is above our core values – not the CEO, not our Leadership Team, not the MVP at our company.

We all respect and abide by our core values.





# These are our Core Values



- 1. Accountability & Ownership**
- 2. Integrity Always**
- 3. Lead by Example**
- 4. Teamwork Matters**
- 5. Growth Mindset**
- 6. Strive for Excellence**



# These are our Core Values

## 1. Accountability & Ownership

Being accountable means taking responsibility and not shirking away from taking ownership of your work or task at hand.

It means completing things full circle and doing a very good job of it even when nobody is around.



# These are our Core Values



## 2. Integrity Always

Telling the truth and being honest. Being honest means no deceit.

# These are our Core Values

## 3. Lead by Example

This is what high achievers do.

Titles don't mean leadership – anyone in any position can lead by example.



# These are our Core Values

## 4. Teamwork Matters

Your team members are the most important people to you at the company. Support one another, share knowledge to help each other succeed and respect each other as members of the same tribe.



# These are our Core Values

## 5. Growth Mindset

We hire and promote those who continue to be better tomorrow than they are today.

Keep a growth mindset, be curious and never stop learning and developing yourself.

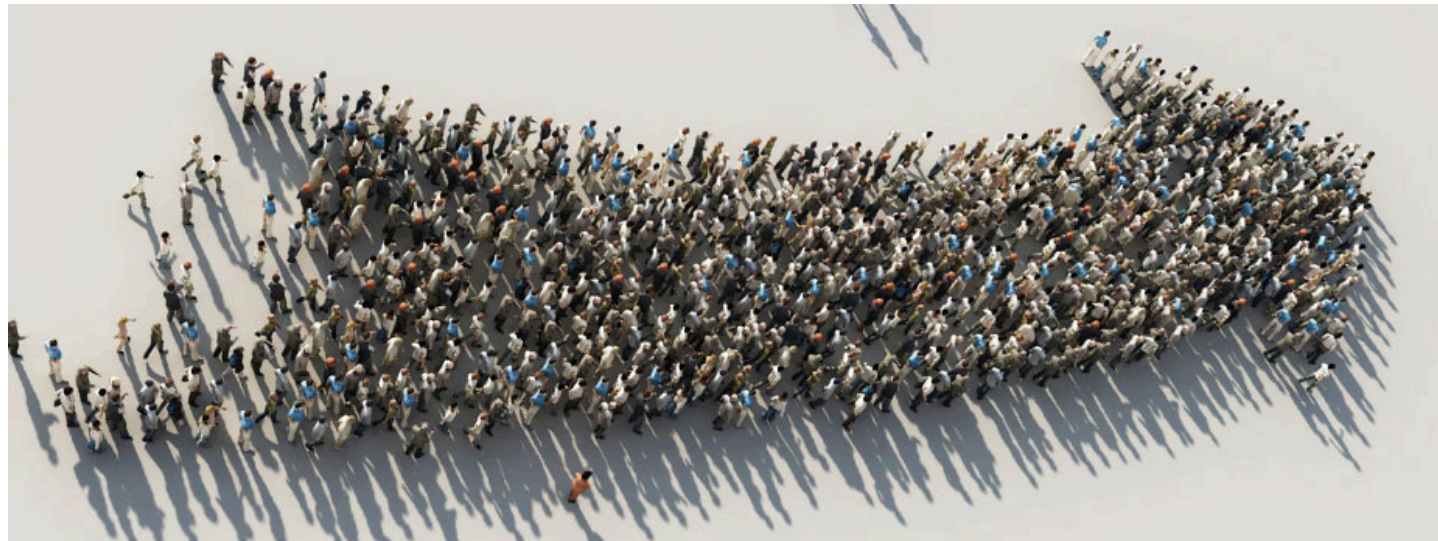




# These are our Core Values

## 6. Strive for Excellence

Be the best you can be every day, no matter what you're doing or how small the task might be.  
Take pride in your work and in yourself.  
Keep striving for excellence and never stop.





# What is it like to work at Mindful Snacks?



We have fundamental beliefs at Mindful Snacks.

Our Core Values state our beliefs and what we value most.

Our Culture Book also provides fundamentals of how we behave, what's important and how we do things.

It is an inner view of what it's like to work at Mindful Snacks from the inside out.



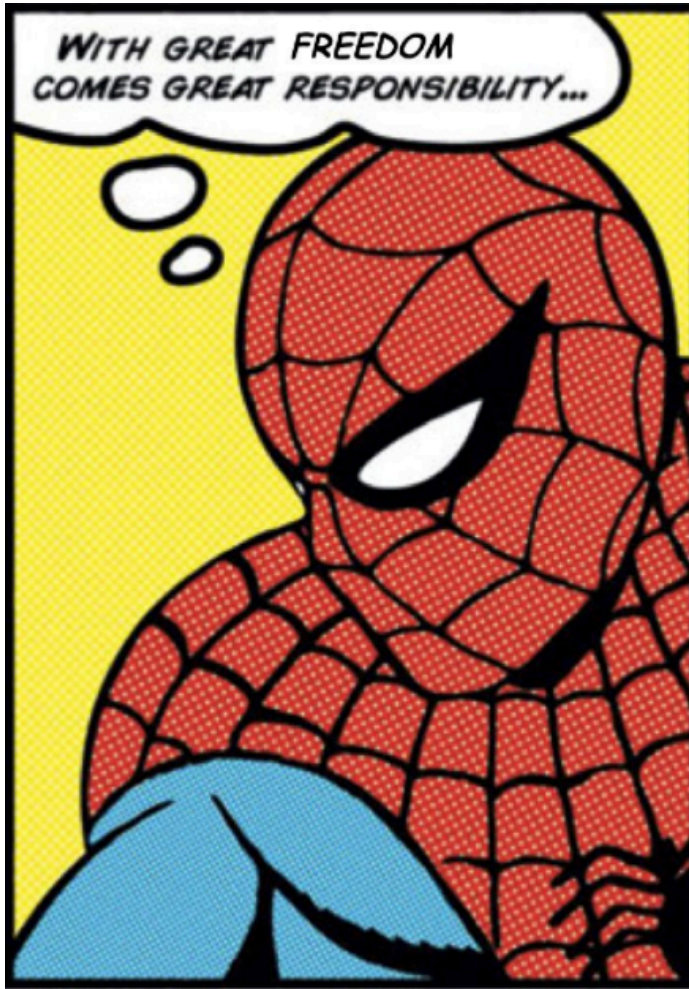
# The Fundamentals

## Work hard. Go home.

Team building is fun and we play as a team a lot, but working hard takes lots of work. It's ok to go home after killing it all day.



# The Fundamentals



## Freedom with Responsibility

Autonomy with ownership.

Be accountable for your work and take ownership over it.

# The Fundamentals

## Be Transparent and Share the Knowledge

Sharing knowledge makes us stronger as a team.

Use all the channels you can to share and spread the knowledge.





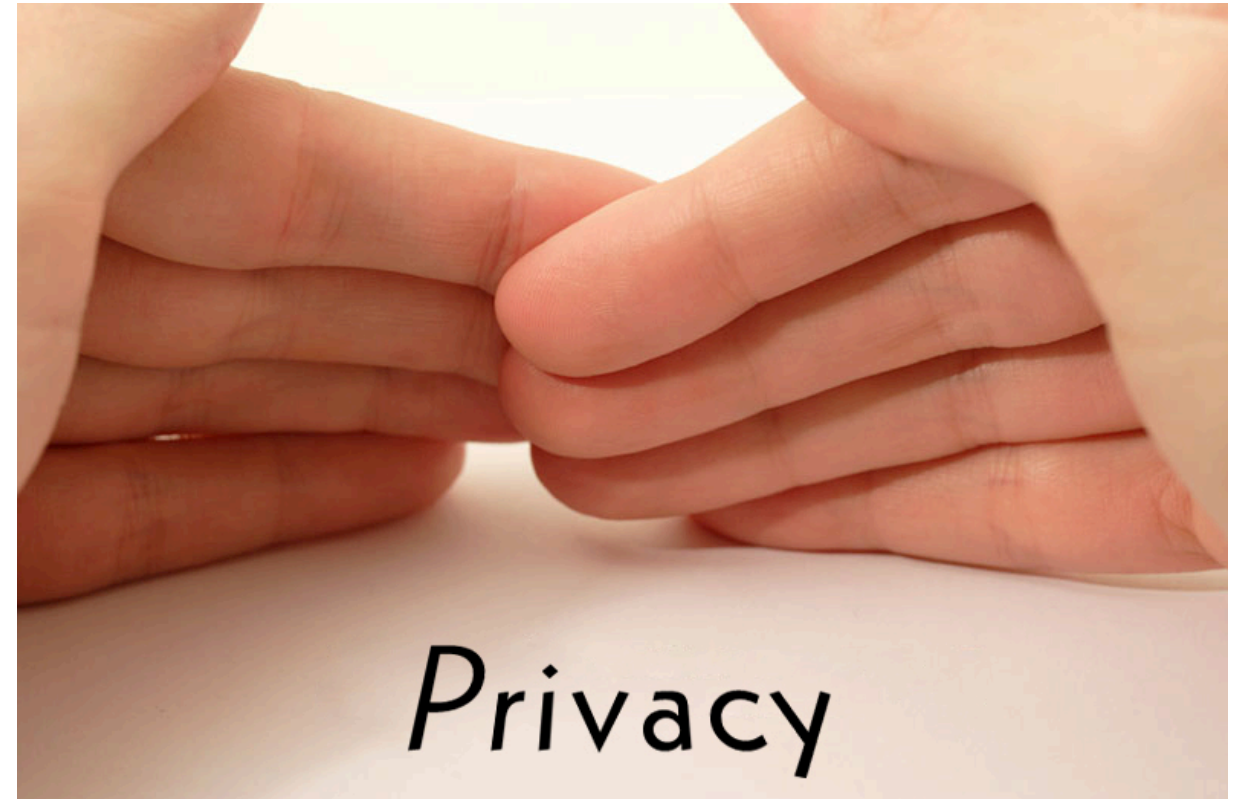
# The Fundamentals

## Transparency and Confidentiality are not the same thing

We aim to be as transparent as possible.

However, transparency and confidentiality are not the same thing.

Privacy for certain topics at work must be respected for all.



# The Fundamentals

**Power is gained by sharing the knowledge, not hoarding it.**

Thank you, *Twitter*





# The Fundamentals



**Think like an owner and use good judgment.**

When in doubt, ask yourself if you would make the same decision if this was your company, your bank account, your car.

# The Fundamentals

## **We encourage a Growth Mindset.**

Never stop learning. Once you stop, you regress.



# The Fundamentals

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

*Netflix* – families don't let members go. Strong teams must if that is the right decision.

The same goes for any team sport. We aim to work hard, keep performance high and say farewell to those that don't fit that model.



# The Fundamentals

**Our culture is ever evolving, but our values will mostly remain the same.**

As we grow as a company, our culture will inevitably evolve. However, our values will remain constant.



# The Fundamentals

**Do great things but remain humble.**

No matter how great you are, what achievements you conquer – remain humble and know that humility is a strong character to have no matter who you are.



# The Fundamentals



**Do the right thing.  
Always.**

We all know what that is.



# The Fundamentals

**Be honest when giving feedback  
at all levels.  
No surprises.**

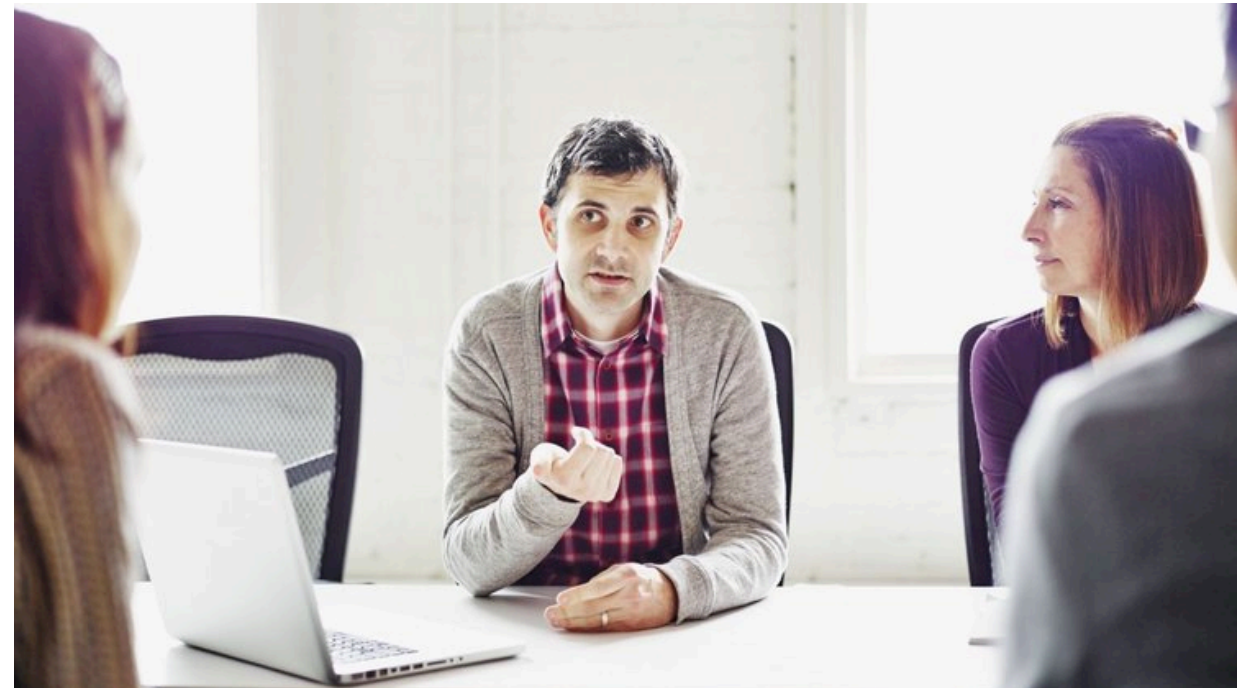
Tell the truth and be honest.

Performance can't be improved if managers can't speak the truth.

Our code is "**Honest & Direct Feedback**" – **HDF**, which we say when we are about to have an honest discussion with someone.

We need to be honest about what that is and why we are sharing this with.

HDF is sharing within a safe zone.



# The Fundamentals



## **Bad behaviours won't be tolerated. Ever.**

We all know what bad behaviour looks like.

We know what the “golden rule” means.

Anyone who exhibits toxic behaviours will not be tolerated in the company.

# The Fundamentals

**Promotions are not the reward for seniority. Doing consistently great work is.**

Doing a great job today doesn't allow for complacency tomorrow.

Work hard every day and keep the performance high.

Being in a role the longest doesn't mean you get promoted.



# The Fundamentals

## **Be self-aware and take time to reflect.**

Take time to reflect on yourself and your actions, and learn to become more self-aware.

It makes us all better people.



# To conclude...

Thank you for allowing us to share our Culture Book and our inner circle with you.

