



# The Baremetrics Culture Manifesto

What drives us as a company, what our mission is and what our shared values are that help us reach our goals.

## Mission

**Our mission is to equip businesses with the tools they need to grow.**

By providing tools, insights and education with minimal effort on the business's part, the barrier to making actionable business decisions is lowered dramatically.

Everything we do is driven by this mission. Everything we do needs to positively answer the question, "Does this help businesses grow?"

## Values

As we work towards that mission, we need a set of shared values. Shared principles on what it will take for us to accomplish our mission.

Values are non-negotiable. Every single person needs to embody these values or our mission becomes harder (if not impossible) to accomplish.

## Our values & principles

- **Be entrepreneurial** -- Think like an entrepreneur. Make decisions like an entrepreneur.
- **Constraints bring out creativity** -- Whether it's deadlines, money or technology, we embrace constraints and use them to fuel creative decisions.
- **High bar for quality** -- We sweat the details. Our bar for quality borders perfectionism. The result of obsessing over the small parts is the whole becomes exponentially stronger.
- **Relentless focus on success** -- The only way the businesses we serve can succeed is if we succeed.
- **Strong sense of purpose** -- We're here to make a difference and that purpose drives us each day to make a better product and a better place to work.

## Team

In Patrick Lencioni's book *The Five Dysfunctions of a Team* there are a set of, surprisingly, five things that cause teams to fail or work inefficiently.

Using that model as a guide, here are five foundations for us to work well together and accomplish our mission.

## **1. Create an environment of trust**

It's hard to be vulnerable and unless we create an environment of trust, we won't take risks. Asking for help and admitting mistakes resolves problems much more quickly.

## **2. Have healthy conflict**

It's important that everyone feel safe to disagree. It hurts the company and the mission to never push each other to make better decisions.

## **3. Commit to decisions**

Once a decision has been made, the team commits to support it fully.

## **4. Accountability to decisions**

We are accountable to decisions, deadlines and commitments. Our decisions affect other people (team, customers, etc) and we are each responsible for owning what we commit to.

## **5. Focus on results**

We are measured by our *output*, not our *input*. The process matters much less than the product of that process. Results are our measure of success.

## **People**

Without *people*, Baremetrics can't exist. Our team can't exist. The businesses we serve can't exist. Yes, we're on a mission. We hold that mission in high regard and everything we do is influenced by that mission. But that mission shouldn't mask the *people*. If we haven't served the *people* well, then we haven't served at all. Don't lose sight of that.