

MonetizeMore Culture



Three Core Pillars

Reliability: Do what you say you will do. Your word is the most valuable thing that you own and you must recognize this. Promises should be made very carefully and time estimates must be made deliberately.

Enterprising: You must be a resourceful and creative problem solver. You are considered an intrapreneur and expected to own your responsibilities. Your higher level perspective incites more deliberate behaviour and holistic thinking on behalf of the company.

Kaizen: This is the ideology coined by Toyota that believes that everything can be improved and deserves to be improved. You must strive to improve yourself and aspects around you at least a little bit every day. You should look at every aspect of the company and have the top of mind question in your head, "How can this be improved?"



Be Composed & Open

- Do not overreact to small problems: calmly analyze the situation and assess what should be done moving forward.
- Keep emotions out of decision-making and interpretations.
- Show composure and empathy when faced with rejection.
- Show humility when faced with constructive feedback.
- Do not rush to conclusions: Make sure you have all of the important information to make a decision.
- Be proactive than responsive: think of ways to improve things, start initiatives that can benefit your team and the company.
- Build relationships of trust and openness: Both parties should be able to communicate their honest opinion.

- Acknowledge hard work or impressive output when credit is due.

Be Balanced

- Have several positive outlets outside of your work (eg. art, sports, literature, socializing, traveling, etc).
- Be healthy: A healthy mind requires a healthy body.
- As a rule of thumb, do not take extreme viewpoints: The answer is usually found in between two extreme viewpoints.
- Show moderation in your actions, decisions and communication.
- Try to have evenly distributed conversations where each person is able to listen and speak.

Be Tactful and Polite

- Sensitive feedback should be conducted with high levels of confidentiality and discretion at all times in a one-on-one setting.
- Compensation should only be discussed one-on-one with the lead that decides your compensation.
- Before suggesting adjustments related to your compensation, team, processes, technology, etc., first consider how it will benefit the overall company.
- Before acting, show empathy and consider the moral implications.

Be Consistent

- When making judgments or decisions, be consistent across all similar scenarios.
- When making a decision, commit to the execution and do not waver unless there is great reason otherwise.
- Only expect out of others, what you expect out of yourself.
- Avoid discriminatory behaviour when dealing with others.
- Learn from every one of your mistakes by fixing the issue so it never happens again for you or the rest of your team.

Be Intrepid & Effective

- Don't just focus on achieving acute goals, surpass them.
- Search for and track data that helps make crucial decisions to improve KPIs and grow the company.
- Focus your efforts on improving quantitative KPIs that grow the company.
- Don't just push tasks to the next day, maximize your daily output with an unrelenting attitude.
- Try to find answers and/or solve problems resourcefully first unless another team member could 10x faster.
- Never lose your thirst for knowledge and self-improvement.

Mantra: Stay Hungry, Stay Grounded

•Hungry = highly motivated, responsive, resourceful, scrappy, determined, never become complacent, never stop improving

•Grounded = be balanced, consistent, focused and maintain composure

“Be a strong advocate for our culture, and watch it spread”

