

# MAQ Software

## CORPORATE SOCIAL RESPONSIBILITY REPORT

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## About MAQ Software

Founded in 2000, MAQ Software specializes in data management, reporting, and marketing technology (MarTech) solutions that help business users support their intuitions with data. [102-1] Our customers repeatedly tell us that, based on the number of projects completed and volume of data processed using Azure Data Lake, COSMOS, Power BI, and Azure, we are one of their most advanced suppliers.

We work closely with marketing, operations, and product groups across North America-based Fortune 500 companies. [102-6] More than 50,000 product, sales, and marketing managers use custom applications (both on-premise and cloud hosted), line-of-business (LOB), and data analytics and business intelligence (BI) solutions created and managed by us. [102-2]

MAQ Software is privately owned and headquartered in Redmond, Washington. [102-3, 102-5] We have additional offices in Mumbai and Hyderabad, India. [102-4] MAQ Software employs over 500 team members across our three office locations. [102-7]

### Awards & Honors

#### Nine Time Honoree, Inc. 5000, Fastest Growing Companies in America

MAQ Software is honored to be listed on the prestigious Inc. 5000 list [9 times](#), a rare achievement. Since 2007, Inc. magazine has recognized 23,674 unique companies on its Inc. 5000 list based on the sales growth of the companies. Only 1% of Inc. 5000 companies demonstrate sustained growth by appearing nine or more times.

For more than 30 years, Inc.'s list has served as evidence of the significant accomplishments of enterprises such as Intuit, Zappos, Under Armour, Microsoft, Jamba Juice, Timberland, Visa, Clif Bar, Patagonia, and Oracle.

#### ISO 27001:2013 – Information Security

MAQ Software was certified ISO 27001:2013 by the British Standards Institution.

ISO 27001 standards, the only auditable international standard, provides an Information Security Management Systems (ISMS) model for adequate and proportionate security controls to protect information assets.

#### Microsoft Gold Partner

Microsoft recognizes MAQ Software as a Partner with [Gold competencies](#) in Data Analytics, Data Platform, Datacenter, DevOps, Project and Portfolio Management, Collaboration and Content, and Application Development, which certifies our expertise in delivering solutions based on the latest Microsoft products.

#### Amazon Consulting Partner

MAQ Software is a Consulting Partner for Amazon Web Services based on our technical expertise and verified client references.

### Microsoft Preferred Supplier

MAQ Software is a preferred supplier for Microsoft since 2000. Our supplier status confirms the confidence Microsoft Corporation has in our quality and delivery model.

## Team Members & Culture

Our founders developed MAQ Software's values, mindsets, and habits at the outset of our formation as a company. These values, mindsets, and habits have been instrumental to our success. Our leadership team revisits our foundational beliefs every quarter to ensure that team members are aligned with the beliefs that have led to our growth. Although we continually revise our habits to adjust to changing times, our core values never change.

### Values [102-16]

We follow four core values: integrity, commitment to customer success, adoption of the latest technologies, and delivery orientations. Our values align our team members and ensure consistent, high quality deliverables for our customers.

#### Integrity

For us, integrity means honesty and transparency with customers. We strive to keep customers informed of our progress by issuing daily builds and progress reports. With the dynamic nature of the modern business environment, responsiveness and flexibility are key. Our agile workflow ensures that we respond quickly to customer needs and make changes as necessary at each step of the production process.

#### Commitment to Customer Success

As Peter Drucker, the founder of modern management, once stated, "The customer is the foundation of a business and keeps it in existence. He alone gives employment. And it is to supply the consumer that society entrusts wealth-producing resources to the business enterprise." We embrace this philosophy in every aspect of our business. Many businesses preach adages about putting the customer first, but we truly believe we don't succeed unless our customers succeed. For this reason, our commitment to customer success remains our core motivation in every project we pursue.

#### Adoption of the Latest Technologies

Adopting the latest technologies is closely tied to our commitment to continual learning. We pride ourselves on our knowledge of new technology, which gives us the confidence to develop creative, cutting edge solutions. Adopting the latest technology and automation processes also allows us to increase efficiency, thus providing the best possible economic value to our customers. In turn, the advancements in technology we pass to our clients allow them to outpace their competition.

## Delivery Orientation

Continuous software delivery is a critical component of our commitment to customer success and our agile workflow. Because modern business environments are so dynamic, product requirements often shift midway through the production process. Daily builds allow our clients to test software as early as possible and identify issues or required changes immediately. Involving the client in the development process also builds trust, resulting in a final product that is precisely tailored to the client's needs. With continuous delivery, our teams gauge clients' reactions throughout the build process and quickly adjust their behavior to improve effectiveness.

## Our Mindset

Our mindsets determine who we are, how we live, and who we become. According to Stanford psychology professor and researcher Carol Dweck, "The view you adopt for yourself profoundly affects the way you lead your life." Those who adopt a growth mindset believe they can develop the qualities necessary for success and are willing to put in the effort required.

The Mindset Scorecard in **Appendix A** lists eight mindsets in various stages of development. Our team members complete the Scorecard, review each of the eight mindsets, and find the score that is the closest reflection of themselves.

## Our Habits

Understanding our mindset opens the door to changing ourselves for the better. However, recognizing our mindset is often difficult. As our mindset drives most actions, it may be easier to uncover our mindsets by observing our behaviors. The table in **Appendix B** outlines positive and negative behavioral indicators associated with certain mindsets. Comparing our habits against this table helps us identify what types of behavioral changes will improve our performance.

## Workforce & Diversity

MAQ Software has 562 team members across three office locations. All team members are employed full-time; we do not have any contract workers. [102-8] Our team members come from diverse geographic and ethnic backgrounds, which we believe contributes to a more well-rounded approach to business objectives. We have team members originating from seven countries, including India, the United States, Japan, South Korea, Vietnam, China, and Nepal.

We actively promote gender diversity at all levels of our organization, including senior management. 25 percent of our team members are women, which is significantly higher than the broader technology industry, especially among software developers.

Our current gender breakdowns for each office are as follows:

Location	Male	Female	Total Number of Employees
Hyderabad	265	95	360
Mumbai	111	41	152
Redmond	47	5	52

## Learning & Development

Since MAQ Software's inception, we have used peer-based active learning to train our engineers. Our training program is very different from the classroom-style of education used in the broader software industry.

### Certifications

Because continuous learning is one of our core values, we place a great deal of emphasis on vendor-based certifications. These certifications add to our team members' professional qualifications while giving them pride in their technical expertise. When making promotional decisions, we place significant weight on certifications earned. Team members that demonstrate increased proficiency via certifications receive greater leadership responsibilities and are asked to perform more complex tasks.

Independent vendor-based certifications are a substantial annual expense for our company, but we view them as an investment in the future success of our team members.

### Boot Camps

Our first formal extended peer-based 90-day training program (informally called "Bootcamp") started in July 2003 with twenty engineers. The goal was to officially induct each new engineer into the company.

By the end of the training (which can last up to three weeks), attendees are expected to have a general understanding of the software tools and relevant technologies that we work with. Trainees must demonstrate their understanding by obtaining independent vendor certifications. Currently, we divide new hires into groups of about 15 to 20 members. Even if there are unplanned absences, groups of this size will still have at least twelve to fifteen members present each day. Experienced engineers act as facilitators and provide technical support and general guidance when trainees need help.

We always pair two students to work as a team. Based on a well-defined curriculum or set of topics (say, ten chapters from a book), we assign chapters to specific teams. These teams learn and present their chapters to the rest of the group.

Each attendee's presentation lasts 60 to 90 minutes. After the presentations, the group works on assigned programming exercises and workshops. When designing our active peer learning programs, we incorporate educational materials from many sources. We use Codecademy, Coursera, and EdX material. We also use Microsoft Certification Training Kits for relevant products. Such materials serve dual purposes. First, they provide the content we need to teach new hires about Microsoft tools. Secondly—and perhaps more importantly—they show new engineers several available resources. When these engineers encounter a problem in their future work, they know where to start looking for help.

### Learning Hour

Every Friday, each of our office locations conducts a one hour “Learning Hour” session. In the learning hour, individual team members present on topics relevant to their expertise. Topics range from project status updates, to new software features, to writing tips. The learning hours are an excellent opportunity for team members to expand their general knowledge in a relaxed setting.

### Study Groups

Our engineers participate in small eight to ten-person study groups. The study groups meet twice weekly for one hour to discuss assigned topics relevant to their areas of work. Each study group member presents one topic related to the training assignment to the rest of the group.

Team members complete Microsoft Self Study Training Guide assignments on their own and then take internal quizzes and examinations that we administer. Within six to twelve weeks, the teams develop enough expertise to use new technology systems successfully. These study groups make learning new systems much easier than attempting to work individually.

## Ethics & Governance

We are committed to working with the highest quality team members and strictly adhering to ethical and fair practices in our business activities.

Our management maintains a strong commitment to corporate ethics. Our written guidelines ensure that our operations are conducted fairly, with equal treatment given to all team members and clients. In 2018, we were not subject to any significant monetary fines or nonmonetary sanctions for noncompliance with laws or regulations in any country. [419-1] No legal actions for anticompetitive or antitrust behavior were filed against MAQ Software in 2018. [206-1]

### Mechanisms for Advice About Ethics [102-17]

MAQ Software provides multiple avenues for guidance regarding ethical issues. Our extensive employee handbook includes guidelines for equal employment opportunity (EEO), harassment, avoiding conflicts of interest, ethical business practices, and standards of professional employee conduct.

The managing consultants of MAQ Software maintain an open-door policy for all the concerns of team members. Our management encourages team members to discuss with management any subject pertaining to their employment. If for any reason team members do not feel comfortable talking with their immediate managers, they are encouraged to contact any of the managing consultants.



## Training & Self-Efficacy

We view training as the greatest contributing factor to our sustained growth. Over the years, we have identified ten attributes of successful training programs:

1. **Extensive entry-level training that focuses on exactly the skills in which you wish to be distinctive.** The software industry in India has been training new engineers extensively for decades. Our technical program stands out because it focuses on teaching technical skills around the latest software technologies that are used by our customers.
2. **All employees are treated as potential long-term employees.** For years, we have offered comprehensive and rigorous training to all employees. Although training everyone can be expensive, we want to ensure that each employee (including temporary employees and interns) completes the training. Given the high attrition rate in the software industry, it is tempting to just teach the basics. We lean, however, toward comprehensive training.
3. **Regular training is required.** As practicing engineers, many of us are comfortable with our ways of working. At MAQ Software, however, we require all our employees to regularly learn new technologies in order to remain up to date. Team members typically go through a new training cycle every quarter.
4. **A lot of time and money is invested.** Much to the frustration of our finance team, we continue to reimburse employees for relevant industry certifications. Though it is difficult to quantify the direct benefit of investment in training, any company's success can be attributed to a well-trained staff.
5. **On-the-job training matters.** Our teams learn by doing. As soon as possible, we assign engineers to projects where they can apply what they have learned. Over time, the project work adds to their learning.
6. **There are no limits to the skills that can be taught to everyone profitably.** We work with team members to help them improve their English, their presentation skills, and their skills in technologies (such as machine learning). These skills may not be immediately relevant to their projects, but they help us serve our customers better.
7. **Training is used to commit to a new strategic direction.** Because the software industry requires new skills every few years, we commit to training in new areas where our company is focused. In the past, we were committed to cloud and mobile technologies first. Now, our work revolves around artificial intelligence (AI). We have expanded our training to ensure that everyone is focused on an AI-first strategy.
8. **Training is emphasized in times of crisis.** Every few years, our projects end. After working at a fast pace, we're suddenly left with a large team without any projects to work on. Having team members without active projects creates anxiety and, sometimes, a feeling of crisis in the company. To combat this, we refocus our energy on learning new technologies until the next project begins.

9. **All training is driven by operating managers.** Our CEO actively participates in training discussions. Every year, no matter how busy he is, he spends several days giving training to our team members. All our managers drive the training. So far, we have avoided a separate training department that is disconnected from the reality of our project work.
10. **Training is used to teach the organization's vision and values.** Because our senior-most managers lead and coordinate the training effort, they also model the company values and share the company vision. In our experience, it is very effective to have managers share their own anecdotes that demonstrate company values. Trainees remember these stories.

We've also improved self-efficacy in the workplace through a seven-step approach:

1. **Hire better engineers.** Our hiring practices ensure that new hires are better qualified than our previous hires. To build teams with high self-efficacy, we recruit from increasingly higher ranked universities and insist on ever-better academic records. Strong and consistent academic performance usually reflects a high commitment to tasks beyond the university curricula.

In a competitive market, it is not easy for any company to keep its hiring bar high. Over the years, we have debated lowering our hiring standards. In the rare instances when we compromised and brought on employees of a lower academic caliber, we have suffered. We have vowed not to repeat the same mistake. Although having a degree from a great school does not guarantee managerial success, achieving high academic performance does usually correspond with doing a good job at our company. Our mistakes have served as great reminders of what not to do and have offered learning opportunities for our managers.

2. **Offer the right role models.** We assign key managers to serve as mentors and trainers to new hires. We strongly encourage these managers to take advantage of the certifications and extended training programs we offer. This gives them additional professional development and learning opportunities. When new trainees see that others in the company who participated in our training have experienced professional growth, they feel confident and persist in learning, which increases their own self-efficacy.
3. **Follow Agile and Lean software development practices.** With this approach, team members are assigned tasks based on their interests, abilities, and project needs. As engineers gain proficiency, they are moved to more challenging and interesting job assignments. Over time, engineers gain the mastery, perspective, and confidence to autonomously handle complex problems. With self-management, we also increase management's span of control and reduce overhead.
4. **Show confidence in our teams' ability to master tasks quickly and provide great solutions.** By using continuous and incremental software delivery approaches, we increase self-efficacy with every build that is deployed. With daily software and work product delivery to clients for review, we increase team self-efficacy every day.

5. **Set reasonable daily goals.** Our engineers receive small work items that do not last more than six-and-a-half hours. Barring unknown challenges, most team members can reasonably complete the tasks in one eight-hour day. By limiting work items to bite-sized chunks, we break down complex problems with long cycles into everyday successes.

On the other hand, if a team takes on a complex challenge and fails, the team members' self-efficacy may decrease. These failures may result in a downward spiral of increasingly lower self-efficacy, leading to a dip in performance.

6. **Help improve self-management skills, such as time management.** Time management skills include punctuality, self-organization, discipline, and goal-setting. Most organizations cover these soft skills through orientation training, ongoing discussions, and role modeling. Over the years, we have worked hard to share these practices through role modeling, individual development plans, and technical certification goals.
7. **Provide constructive feedback and appreciation to team members.** These activities also increase self-efficacy. Research shows that 65 percent of workers received no recognition in the workplace in the last year. All companies—including ours—can do more to improve our employees' everyday performance.

Recently, we started using social media tools such as Facebook and Yammer at work to publicly thank employees for specific instances of exemplary performance.

## Data Privacy

We have had zero substantiated complaints regarding breaches of customer privacy. There have been no complaints received from outside parties or complaints from regulatory bodies. There have been zero identified leaks, thefts, or losses of customer data. [418-1]

MAQ Software is committed to protecting its information and information systems. As part of that commitment, we have implemented an Information Security Management System in accordance with ISO/IEC 27001:2013. The Information Security Management System applies to business functions for application and software development, as well as maintenance and support functions, including human resources, information technology, administration, and accounts at the Mumbai, Hyderabad, and Redmond locations.

The purpose of the Information Security Management System is to protect information assets from all threats—whether internal or external, deliberate or accidental—and to identify and manage the associated risks.

As a part of the Information Security implementation, it is important to:

- Secure information against unauthorized access and inadvertent disclosure.
- Provide confidence to business partners and associates who must share information with us.

MAQ Software has already implemented various logical and physical security access controls to ensure the confidentiality, integrity, and availability of information system assets. By providing a

framework, ISO 27001 further allows us increased assurances of our security practices and provides an effective means of communicating and implementing security requirements throughout the company.

## Communities & Giving

MAQ Software is investing in the latest technical advances to transform primary and secondary education in India for low-income families.

### India Education Initiative

#### Over 100 Million Children Are Unable to Study at Their Current Grade Level

Primary and secondary educational institutions in India face many challenges. Despite 96 percent primary school student enrollment, learning outcomes in India are poor. In 2009, the Program for International Student Assessment (PISA) ranked India's reading scores [second to last](#) among 74 regions tested.

With a growing student population and a shortage of teachers, technology is the key to improving India's education system. Fortunately, access to technology in India is already widespread. Advances in artificial intelligence will soon enable supplemental teaching that can be individualized depending on learning pace and aptitude.

#### The MAQ Software Education Pledge

As a technology solution provider, MAQ Software is in a unique position to survey advances in artificial intelligence, gaming, virtual reality, and cell phones to provide India with technology-driven education solutions.

For the next 25 years, MAQ Software will invest in technology advances to improve primary and secondary education in India. To start, MAQ Software will provide three-year grants to leading NGOs to sponsor research at IITs, NITs, IIITs, and IIMs and adopt solutions from them.

### Education Insights

#### Education Survey Analytics

Based on our technical capability in developing data analytics solutions, we are using Power BI to provide a rich interactive experience to display education survey insights for India. These insights enable sponsors, government officials, business leaders, technology enablers, and NGOs to better interpret the data provided by the NAS, ASER, and U-DISE so that they can make informed decisions. The interactive insights also provide support to local bureaucrats to improve learning outcomes and the overall quality of education in India.

## The National Achievement Survey (NAS), ASER, and U-DISE

The National Achievement Survey ([NAS](#)) is one of the largest assessments conducted in India. The survey tracks assessment results for grades 3, 5, and 8 in government and government-aided schools. As a part of the NAS, competency-based learning outcomes of 2.2 million students from 110,000 schools across 700 districts in all 36 states in India were assessed. District-wise reports were released based on the assessment. Currently, these reports are published in PDF format. This limits the interactivity and analytics that can be derived from the reports.

The Annual Status of Education Report ([ASER](#)) is another data point. The ASER has its roots in [Pratham](#)'s work across urban and rural India to help children acquire basic skills in reading and arithmetic.

Data from the ASER and NAS surveys are very different in multiple aspects, which means their results are not comparable (refer to the ASER and NAS [comparison report](#) for more details).

U-DISE provides district-level infrastructure information for schools in India. The information includes enrollment of students by school type (private/government) and medium of instruction (English, Hindi or Regional), facilities available in the school (such as the availability of midday meal programs, availability of electricity, etc.), and the student count in each class.

## English Language App

### A Need for Improved English Instruction

Many teenagers from low income families in India are eager to learn English to qualify for service jobs (restaurants, hotels, customer service reps in BPOs, etc.). Currently, there is not an automated and inexpensive way to assess spoken English proficiency (IELTS and Pearson English tests are manual and cost over \$140 per person). Aspiring Minds has English evaluation tools that they sell to their corporate customers (BPOs).

### Utilizing Available Technology

Using technology available now, the traditional approach of one teacher per classroom can be supplemented for children that are ahead of their class (20%) or lagging in their class (20%). Instead of lecturing, software will allow teachers to work with students to complete assignments (flipped classroom model).

### MAQ Software's App Development Pledge

We have established a team of five dedicated software engineers to utilize Agile methodologies to evaluate and develop an English proficiency app for India. The team meets daily to monitor progress and is in the process of releasing free software on the Google Play store.

## Education X-Prize

We believe advances in artificial intelligence (AI) will enable improved teaching that can be individualized based on the learning pace and ability of the students.

MAQ Software plans to invest for the next 25 years to implement technology advances to improve education. To start, MAQ Software will provide 3-year grants to leading NGOs to sponsor research at 23 IITs, 31 NITs, 23 IIITs, and 17 IIMs and adopt solutions from them.

As a technology solution provider, MAQ Software is in a unique position to survey advances in technology AI, gaming, virtual reality, and cell phones to provide India specific education solutions.

## About this Report

### Report Overview

This report provides an overview of MAQ Software's business, environmental, and social impact in 2018. [102-50] The report highlights our current corporate social responsibility initiatives and will be updated annually. [102-52]

This report has been prepared in accordance with GRI Standards, Core option. [102-54] Specific GRI disclosures are referenced in the report using the following format: [XXX-XX].

For questions regarding this report or its contents, contact [csr@maqsoftware.com](mailto:csr@maqsoftware.com). [102-53]

### GRI Content Index [102-55]

GRI Standard	Disclosure	Section
GRI 102: General Disclosures 2018	102-1	Name of the organization
	102-2	Activities, brands, products, and services
	102-3	Location of headquarters
	102-4	Location of operations
	102-5	Ownership and legal form
	102-6	Markets served
	102-7	Scale of the organization
	102-8	Information on employees and other workers
	102-16	Values, principles, standards, and norms of behavior
	102-17	Mechanisms for advice and concerns about ethics
	102-50	Reporting period
	102-52	Reporting cycle
	102-53	Contact point for questions regarding the report
	102-54	Claims of reporting in accordance with the GRI Standards
	102-55	GRI content index
GRI 206: Anti-Competitive Behavior 2018	206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices
GRI 419: Socioeconomic Compliance 2018	419-1	Non-compliance with laws and regulations in the social and economic area

## Appendix A

### 10x Mindset Scorecard:

Your Name: \_\_\_\_\_

#### ***Building a future bigger than your past***

Date: \_\_\_\_\_

Our mindsets determine who we are, how we live and who we become. According to leading researcher, Carol Dweck, “*the view you adopt for yourself profoundly affects the way you lead your life.*” People with a *growth mindset* believe that they can develop their qualities with effort. The Mindset Scorecard given below lists eight mindsets in various stages of development. To complete the Scorecard, review each of the mindsets and find a score that is the closest reflection for you. Although mindsets may be interdependent, for ease of scoring, select a score (1-12) for each mindset independently.

<b>Growth Mindsets</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>Current Score (1-12)</b>	<b>Future Score (1-12)</b>
<b>Personal success</b>	<i>I envy my friends who have “better” jobs. I feel sorry for myself for not getting a better job. I dislike coming to work. I will change jobs as soon as possible.</i>  <i>I feel poor because I spend more money than I earn. I blame my employer for not paying me enough and having to relocate to a new city. I feel guilty that</i>			<i>I am satisfied with my current job for the time being. I worry whether I can keep up with the pressure to learn and change quickly.</i>  <i>I am always stressed because I do not have enough time for all of the things I want to do. I feel a lot of pressure from family and friends to spend time with them. I spend a lot of money</i>			<i>I am happy with my position and my career direction. I have achieved success in my life. Work is an important part of my life. I understand there is no guarantee of success even with hard work, but without hard work, failure is guaranteed.</i>  <i>I have money for a comfortable family life. I am confident of</i>			<i>I have the best job in the world. I always find something new and interesting to do. I cannot wait to get to work.</i>  <i>I have great health. I am improving my exercise and meditation practice (top 5% of population my age). I do not think about money every day to maintain my lifestyle. I am</i>				

	<p><i>my family has to send me money, even though they have the money.</i></p> <p><i>I feel sorry for myself because I do not have the success I deserve.</i></p>	<p><i>with my friends, which I later regret. I do not know how to manage all parts of my life (work, health, family, friends, community, and spirituality). I am hoping that with time, things will improve.</i></p> <p><i>I have yet to achieve success. I am frustrated that I do not know how to help myself.</i></p>	<p><i>my abilities to persist (grit). Every day, I go home with a great sense of achievement. My health is good. In the last 365 days, I exercised and/or meditated for at least 292 days (80% of the days).</i></p> <p><i>I have many friends at work and outside work. My family members are proud of my achievements.</i></p> <p><i>I am satisfied by my impact and my success. I do not know what more could be done by me.</i></p>	<p><i>optimistic about my future.</i></p> <p><i>I am inspired by the tremendous opportunities being enabled by the advances in technology. I always aim to make myself better.</i></p>		
<b>Learning</b>	<p><i>I completed my college degree. I already have a job. I am satisfied with what I know. I am still learning syntax and software tools. I am overwhelmed by all of the areas that I need to know. I feel that my team and my</i></p>	<p><i>I received my college degree from a good college/university. I am irritated that technology is changing too rapidly for me to keep up. I am not able to compete with my co-workers.</i></p>	<p><i>I am constantly learning and improving my knowledge and skills. MOOCs and vendor certifications allow me to learn and prove my technical competence. I continuously develop expertise on</i></p>	<p><i>I am always pushing myself to acquire radically different capabilities. I am committed to growing my capabilities in technical and non-technical areas. I am always exploring new sources and faster</i></p>		



	<i>supervisor are not training me properly. I do not have any interest in reading books.</i>	<i>Life is too busy to find time to learn anything new. I want to work in a stable industry that does not require new training every week.</i>  <i>I have not read any books in the last year due to lack of time.</i>	<i>emerging technologies. To master new skills, I volunteer to teach team members. I am developing expertise in upcoming areas. I am committed to lifelong learning. I read at least 12 books last year to gain actionable insights.</i>	<i>ways to learn. My interests and knowledge are aligned with the company vision. As a result, I enjoy and can easily complete the company's assigned learning objectives.</i>		
<b>Delivery</b>	<i>I need to be told what to do and how to do it. My work must be reviewed by someone else prior to providing it to the client. My work is often late. I make many mistakes. I do not think about quality. My team lead must remind me to complete work items. I do the minimum that I can get away with. I have fewer responsibilities now than when I began work. I do not understand how work gets done here.</i>	<i>Once I am told what to do and how to do it, I complete the work. My work must be reviewed by someone else prior to providing it to the client. I complete about 75% of my work on time. I do not know how to complete my work items in the estimated time.</i>  <i>I find a fast and agile delivery approach unpredictable and exhausting. I worry about making mistakes in my work.</i>	<i>Once I am told the customer's needs, I figure out what needs to be done and how to do it. My work is flawless and timely. Others do not need to check my work.</i>  <i>I understand that fast, agile delivery provides a competitive advantage to our customers. I deliver software builds daily. I use the latest tools and techniques to speed up delivery. I</i>	<i>I am proactive. I figure out opportunities and problems, what needs to be done, and how to get it done.</i>  <i>I propose and implement the latest technologies in my software designs. I constantly research new ways to improve delivery processes (half the cost and half the time). I help other teams improve their delivery processes. I am working on</i>		

	<i>I am conflicted about the delivery approach (Agile with fast speed vs. Waterfall with reliability). I am confused which delivery approach is better.</i>	<i>I have yet to learn how to prioritize my time between multiple tasks. I am confused about the company's vision and processes.</i>	<i>deliver high-quality software.</i>  <i>People admire me as an expert on our processes and software tools. I am comfortable managing competing priorities on my projects (e.g. speed versus quality). My peers and my managers regularly recognize me for consistent, on-time and flawless delivery.</i>	<i>transforming the industry with advances in delivery techniques.</i>		
<b>Adopt the latest technology</b>	<i>I like using familiar technologies. I am overwhelmed by changes in the software industry. It is demoralizing for me that as soon as I implement one technology, a new one shows up.</i>	<i>It is exhausting and painful for me to learn new technologies. I am surprised that so many of my peers worldwide have already mastered these technologies. I just do not know how I can keep up with all of the technology choices. I am still searching for efficient ways to adopt the latest technologies in my projects.</i>	<i>I use the latest innovative technologies in my projects. I understand that by adopting new technologies as soon as they are released, we gain efficiency and simplify our work. Reducing work complexity improves team morale and provides great results to our customers.</i>	<i>I am a pioneer in using the latest technologies to solve team and customer problems. I use emerging technologies ahead of our company's industry peers to gain competitive advantages. I contribute to transforming the industry through our code base, add-ons, and approaches.</i>		

<b>Team</b>	<i>I rely on others to complete my work. I do not understand team goals and responsibilities. Because I do not understand or agree with team goals, I am unwilling to work towards them. My supervisor has never given me any useful feedback. My team members avoid me.</i>	<i>I am an active member of the team. I like working with my team members. I know what is going on with them. However, I am reluctant to take responsibility for team performance. I do not have the time to explain why certain things need to be done. I am still learning how to win the respect of team members.</i>	<i>I model the behaviors the team should follow. I am accepted in a leadership role by my team members. I provide clear direction to my team. Colleagues like to join and stay with my team. I take an active interest in developing and mentoring my team members. I have a great team that delivers outstanding software as expected by our customers. My team and I proactively seek to raise quality standards.</i>	<i>I have created leaders in my team who can manage their teams effectively. My peers look up to me for motivation and advice. I share innovative approaches and knowledge with the entire industry.</i>		
<b>Customer success</b>	<i>I implement designs and fix bugs. I am not aware of customer needs or pressures. I do not even like customers. They pressurize me and create work for me.  I frequently receive negative feedback from customers.</i>	<i>I am constantly working to understand customer needs. I am surprised how often customers change their needs. I am frustrated with the complex designs, approaches, and discussions with our customers. I hope to work on assignments</i>	<i>I am proactive and anticipate customer needs. I understand changing customer needs and incorporate the changes as fast as possible. I am solution-oriented. I bring innovative solutions to our customers. I follow</i>	<i>I prioritize customer success even if it negatively impacts the existing revenue streams in the short term. I help customers develop a vision (roadmap) to help them solve their problems and do more with less.</i>		

		<p>where things do not change.</p> <p><i>I am shocked when I find that competing teams were able to complete the work faster and at a lower cost. I am still trying to figure out how others can meet customer needs so easily.</i></p>	<p>through on our commitments.</p> <p><i>I am asked to present the company to our customers.</i></p> <p><i>I am efficient in using our customer's time and resources. My customers like working with me and frequently ask me to review their projects.</i></p>	<p>My customers have a high level of trust in my recommendations. They know that I have no hidden agendas.</p>		
<b>Gratitude</b>	<p><i>I am self-made. When I struggled, no one helped me. Everyone tries to exploit me. The whole system is set up against me.</i></p>	<p><i>I desire to live a peaceful life full of gratitude. However, I am frustrated by current needs and demands that restrict or leave little time for anyone else. I am still searching for appropriate ways to be grateful. I am not sure how to be grateful to people who helped me.</i></p>	<p><i>Every day, I thank many people for all they did for me. I am grateful that I am healthy, I have a job, and I have a place to live. I am grateful that I have a way to earn a living for my family and me.</i></p>	<p><i>I am grateful for all of the people I have in my life. I am happy for everything I have. I am grateful for the opportunity to share my talents, time and money with the broader society.</i></p>		
<b>Ownership</b>	<p><i>I do not have any work or financial ownership. I work as I am told. No more, no less.</i></p>	<p><i>I do not know how to accept new customers to grow the company. We already have too much work. I am</i></p>	<p><i>I take ownership of my work and get things done. Work is an important part of my life. I have an owner's mindset. I</i></p>	<p><i>I have a Founder's Mentality. My decisions are based on the long-term interest of the company. I am proud</i></p>		

	<i>New customers and company growth requires additional work for my department and me.</i>	<i>frustrated that things are so complex. I am hoping to survive this project.</i>	<i>represent the company in my life (workplace and outside the workplace). I act fast (speed). I change quickly (agile) to meet market needs. I watch company costs as if it is my money. I am always aware of and sizing up competitive threats.</i>	<i>of my company. I take ownership for the outcomes for many aspects of my company. I use my extensive networks to find out how our services could be improved. I am always analyzing disruptive technologies and business models that may drive us out of business.</i>		
<b>Total</b>						

## Appendix B

Name: \_\_\_\_\_

### Uncover Your Mindset: Positive and Negative Behavioral Indicators

Understanding our mindsets opens the door to changing ourselves for the better. However, recognizing our mindsets is often difficult. As mindsets drive most actions, it may be easier to uncover our mindsets by observing our behaviors. The table below outlines positive and negative behavioral indicators associated with certain mindsets. Comparing our habits against this table may help identify what types of behavioral changes will improve our performance.

<b>Mindset # 1 – Manage Oneself</b>	
Our success depends on our daily routine and behaviors. Successful people exhibit positive behaviors consistently.	
<ul style="list-style-type: none"><li><input type="checkbox"/> Proud of current job, projects and career direction</li><li><input type="checkbox"/> Seeks balance in all parts of life (career, family, health, spirituality, and community)</li><li><input type="checkbox"/> Works hard to be successful</li><li><input type="checkbox"/> Spends time consciously and for productive purposes</li><li><input type="checkbox"/> Arrives at work on time every day</li><li><input type="checkbox"/> Strives to write and speak in proper English by checking spelling, grammar, and punctuation</li><li><input type="checkbox"/> Manages expenses so as to save at least 10% of income every month</li><li><input type="checkbox"/> Manages health by eating properly</li><li><input type="checkbox"/> Exercises regularly to stay healthy</li><li><input type="checkbox"/> Understands that to earn more, you have to be more—i.e., you need to offer value to the world in order to receive recognition</li><li><input type="checkbox"/> Invests in and attracts positive, growth-oriented people</li><li><input type="checkbox"/> Resourcefully provides solutions to problems</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Lacks pride in current job, but will be proud of future job</li><li><input type="checkbox"/> Struggles to manage life. Cannot balance work versus family versus health versus spirituality versus community.</li><li><input type="checkbox"/> Does not know that it is possible to incorporate work into other aspects of life</li><li><input type="checkbox"/> Seeks a job that pays well and requires no work</li><li><input type="checkbox"/> Does the minimum work one can get away with</li><li><input type="checkbox"/> Usually late to work and provides excuses for tardiness (faulty alarm, traffic, bad weather, etc.)</li><li><input type="checkbox"/> Makes no effort to improve English communication skills</li><li><input type="checkbox"/> Unclear about career direction</li><li><input type="checkbox"/> Never exercises</li><li><input type="checkbox"/> Does not save, instead spending most income for unproductive purposes, such as depreciating assets, expensive restaurants, entertainment, etc.</li><li><input type="checkbox"/> Uses time unproductively</li><li><input type="checkbox"/> Does not recognize that income depends on value added, and that job hopping only works for so long</li><li><input type="checkbox"/> Hangs out with people that are not interested in growing themselves</li><li><input type="checkbox"/> Constantly points out problems but never provides solutions</li></ul>

## Mindset # 2 – Manage Learning

All successful people spend a significant time every week acquiring knowledge. With rapid technology change, a disciplined approach to learning ensures that we stay competitive.

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li><input type="checkbox"/> Commits to learning goals for the next three to five years</li><li><input type="checkbox"/> Sets quarterly goals to gain the skills required for higher-level positions</li><li><input type="checkbox"/> Subscribes to key industry publications, newsletters, Facebook pages, Twitter feeds, etc.</li><li><input type="checkbox"/> Regularly completes courses and certifications that are relevant to work</li><li><input type="checkbox"/> Keeps pace with new sources of learning and takes advantage of informal growth opportunities, such as engaging with experts</li><li><input type="checkbox"/> Reads at least one book per month</li><li><input type="checkbox"/> Watches at least one educational video (TED.com, YouTube, etc.) or a documentary per month</li><li><input type="checkbox"/> Shares educational resources with colleagues, family, friends, and the community</li><li><input type="checkbox"/> Converts knowledge to actionable insights for self and team</li><li><input type="checkbox"/> Maintains awareness and understanding of key technology trends</li></ul> | <ul style="list-style-type: none"><li><input type="checkbox"/> Not committed to learning</li><li><input type="checkbox"/> Must be forced to learn</li><li><input type="checkbox"/> No plan for any new learning in the foreseeable future</li><li><input type="checkbox"/> Unaware of non-traditional sources of learning</li><li><input type="checkbox"/> Did not read any books after college</li><li><input type="checkbox"/> Does not watch any career or industry related movies/videos</li><li><input type="checkbox"/> Does not use new knowledge in any useful way</li><li><input type="checkbox"/> Not interested in learning about industry changes</li></ul> |
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## Mindset # 3 – Manage Delivery

Deliver quality work products such as code, reports, documents, and training. Consistently exceeds position requirements and expectations. Follows work processes and quality standards.

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|--|--|
| <ul style="list-style-type: none"><li><input type="checkbox"/> Commits to excellence in all work products, whether that means delivering high quality software or creating a training program around the newest tools</li><li><input type="checkbox"/> Possesses good technical knowledge of software languages, processes and customer business problems</li><li><input type="checkbox"/> Reviews work items to provide daily status reports</li><li><input type="checkbox"/> Delivers software builds daily</li><li><input type="checkbox"/> Completes work as per effort estimates</li><li><input type="checkbox"/> Follows coding standards, templates, processes and engineering best practices</li><li><input type="checkbox"/> Follows best practices for security and privacy</li><li><input type="checkbox"/> Work is accurate and timely</li></ul> | <ul style="list-style-type: none"><li><input type="checkbox"/> Is not concerned about the quality of deliverables. Work often includes coding mistakes, poor spacing, incorrect alignments in user interface, spelling and grammar errors</li><li><input type="checkbox"/> Does not learn from mistakes</li><li><input type="checkbox"/> Lacks attention to details</li><li><input type="checkbox"/> Does not keep knowledge current with job requirements</li><li><input type="checkbox"/> Does not review statuses of projects or deliverables</li><li><input type="checkbox"/> Does not check in code every day to ensure daily builds are delivered</li><li><input type="checkbox"/> Does not follow standards, templates, processes and engineering best practices</li><li><input type="checkbox"/> Does not come to the office and meetings on time. Keeps team waiting.</li></ul> |
|--|--|

<input type="checkbox"/> Keeps work item progress current in project management software <input type="checkbox"/> Seeks clarification on unclear guidelines and requirements <input type="checkbox"/> Focuses and prioritizes well on key issues <input type="checkbox"/> Seeks to improve quality of solutions <input type="checkbox"/> Follows through on commitments	<input type="checkbox"/> Prioritizes poorly <input type="checkbox"/> Blames others for mistakes <input type="checkbox"/> Frequently forgets tasks <input type="checkbox"/> Often finishes work late <input type="checkbox"/> Easily distracted by phone calls, texts, and WhatsApp messages <input type="checkbox"/> Inaccurately estimates effort required for tasks, resulting in missed deadlines <input type="checkbox"/> Has to be chased to follow up
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### **Mindset # 4 – Use the latest technology**

Technology is transforming all aspects of our life. Societies, companies, and individuals that take advantage of new technology first will advance first.

<input type="checkbox"/> Mines the latest software programs and techniques for opportunities to increase efficiency <input type="checkbox"/> Updates the software on all PCs, cell phones, and other devices as soon as the updates are available <input type="checkbox"/> Simplifies the team's work by adopting and promoting the latest software and hardware <input type="checkbox"/> Saves money by researching products and shopping online <input type="checkbox"/> Uses cloud technology to get organized and save time	<input type="checkbox"/> Not interested in using new technology trends to advance themselves <input type="checkbox"/> Acquire new technology only when the old one stops working. "If it ain't broke, don't fix it." <input type="checkbox"/> Never shops online <input type="checkbox"/> Resists use of the latest technologies <input type="checkbox"/> Scared of cloud technology because it's unfamiliar and change is difficult
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### **Mindset # 5 – Manage Teamwork**

We can achieve more professional success through teamwork. High performance members build and improve great teams.

<input type="checkbox"/> Is a highly productive member of a team <input type="checkbox"/> Is a role model for the team <input type="checkbox"/> Cooperates with team members and mentors <input type="checkbox"/> Understands development needs of team members <input type="checkbox"/> Completes work without supervision <input type="checkbox"/> Is respected by the team members <input type="checkbox"/> Works towards goals of the team and organization <input type="checkbox"/> Open to feedback and suggestions, and receives feedback with a positive attitude <input type="checkbox"/> Explains "why" in addition to "what" needs to be done	<input type="checkbox"/> Does not contribute to the team <input type="checkbox"/> Disrupts team's productivity, often increasing the workload of others <input type="checkbox"/> Sets a poor example for the team <input type="checkbox"/> Does not cooperate with others <input type="checkbox"/> Needs constant supervision <input type="checkbox"/> Drags down morale <input type="checkbox"/> Does not work towards goals of the team and organization <input type="checkbox"/> Is not open to feedback <input type="checkbox"/> Does not explain why something needs to be done <input type="checkbox"/> Does not provide useful feedback to others <input type="checkbox"/> Is not interested in training and growing team members
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<input type="checkbox"/> Provides constructive feedback to team members and mentors <input type="checkbox"/> Trains team members to improve own expertise and increase team's productivity <input type="checkbox"/> Recruits high caliber team members <input type="checkbox"/> Guides team members to help them improve their performance based on their individual needs	<input type="checkbox"/> Is not invited to recruit team members <input type="checkbox"/> Not concerned with team performance <input type="checkbox"/> Rarely invited into teams
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## Mindset # 6 – Manage Customer Success

If we align our efforts with the needs of our customers, they will be more successful. If our customers are more successful, we will be more successful.

<input type="checkbox"/> Understands customers' problems and their organization pressures <input type="checkbox"/> Trusted advisor for customers for solid recommendations <input type="checkbox"/> Unblocks internal teams to help solve customer problems <input type="checkbox"/> Follows up on customer questions and requests with a clearly understandable answer <input type="checkbox"/> Channels customer issues to appropriate group within the company <input type="checkbox"/> Develops business by identifying potential opportunities to help customers <input type="checkbox"/> Proposes, develops, and explains suitable solutions to customers <input type="checkbox"/> Develops collaborative relationships with customers <input type="checkbox"/> Prioritizes long term customer success over short term revenue gains <input type="checkbox"/> Gets positive feedback from customers <input type="checkbox"/> Receives customer requests to be on their team <input type="checkbox"/> Seeks feedback on how to improve delivery services <input type="checkbox"/> Actively promotes higher service standards across the organization, such as different approaches, the latest software, best practices, and newer tools <input type="checkbox"/> Develops customer relationships at multiple levels and across departments	<input type="checkbox"/> Does not understand customer context and their organizations <input type="checkbox"/> Customers do not have confidence in recommendations <input type="checkbox"/> Unable and unwilling to unblock teams and move projects forward <input type="checkbox"/> Forgets to follow up on customer requests <input type="checkbox"/> Yet to find an opportunity to help customers beyond what is given <input type="checkbox"/> Does not invest in relationships with customers <input type="checkbox"/> Is not concerned about customers' success <input type="checkbox"/> Customers provide negative feedback <input type="checkbox"/> Customers refuse to have you on their team <input type="checkbox"/> No interest in improving delivery of services
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## Mindset # 7 – Be Grateful

With a gratitude mindset and behaviors, our brain changes to recognize the goodness in people and circumstances. While we may not be able to change circumstances or people in our life immediately, we can change our response.

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|---|---|
| <ul style="list-style-type: none"><li><input type="checkbox"/> Expresses gratitude for all life offers us everyday</li><li><input type="checkbox"/> Sees the glass as half full</li><li><input type="checkbox"/> Thanks people regularly, whether in person, by letter, or by e-mail</li><li><input type="checkbox"/> Maintains a gratitude diary</li><li><input type="checkbox"/> Thinks of ways to give back to the community</li></ul> | <ul style="list-style-type: none"><li><input type="checkbox"/> Complains about everything and everyone in life</li><li><input type="checkbox"/> Sees glass as half empty</li><li><input type="checkbox"/> Does not thank anyone, either implicitly or explicitly</li><li><input type="checkbox"/> Complains bitterly that everyone is unfair and unkind</li></ul> |
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## Mindset # 8 – Take Ownership

Successful people act like owners of the company. As they seek to advance the company, they advance their careers.

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li><input type="checkbox"/> At war with the industry competitors that are delivering slow IT in a fast IT environment</li><li><input type="checkbox"/> Seeks to work on behalf of underserved customers</li><li><input type="checkbox"/> Takes responsibility for outcomes</li><li><input type="checkbox"/> Bias towards speed and action</li><li><input type="checkbox"/> Adopts change quickly</li><li><input type="checkbox"/> Evaluates long-term impact of key decisions</li><li><input type="checkbox"/> Takes personal responsibility for employee actions and how resources are used</li><li><input type="checkbox"/> Is frugal with company money. Knows that for each dollar spent, company has to bring in ten dollars.</li><li><input type="checkbox"/> Presents a positive image of the company in the workplace, with customers, in recruitment, and when dealing with suppliers</li><li><input type="checkbox"/> Always seeks new opportunities to improve the company</li><li><input type="checkbox"/> Works to keep everything simple</li></ul> | <ul style="list-style-type: none"><li><input type="checkbox"/> Not interested in doing better than the industry norms (e.g. satisfied with Slow IT mode)</li><li><input type="checkbox"/> Slow to decide and act</li><li><input type="checkbox"/> Does not adopt change</li><li><input type="checkbox"/> Does not consider long term impact of decisions</li><li><input type="checkbox"/> Does not take responsibility for employee actions (blames others)</li><li><input type="checkbox"/> Is wasteful with company resources</li><li><input type="checkbox"/> Negatively talks about the work, mentor, team and the company to everyone including self</li><li><input type="checkbox"/> Does not look for easy and simple approaches</li></ul> |
|---|---|

Adapted from *How to be an Even Better Manager*, 7th Edition by Michael Armstrong