

Brand Mission, Vision & Values

Netflix Mission Statement : To entertain the world

We are here to entertain the world, one fan at a time.

Netflix Vision Statement : Becoming the best entertainment distribution service

Thrilling everyone again and again. Whatever you're into, whatever your mood, Netflix delivers the next series, films, and games you'll obsess over. This is entertainment the world never sees coming — and can't stop talking about.

Netflix Team Core Principles : *We've developed an unusual company culture focused on excellence, and creating an environment where talented people can thrive*

The culture is based on four core principles :

The Dream Team

They aim to be high performers — great at what they do, and even better at working together.

People Over Process

They achieve better outcomes when they have the information and freedom to make decisions for themselves. Netflix hires unusually responsible people who thrive in this openness and autonomy.

Uncomfortably Exciting

To entertain the world, they must be bold and ambitious. They embrace the thrill of what's next — even when it feels uncomfortable.

Great and Always Better

They believe Netflix sucks today compared to where it can be tomorrow. They have the self-awareness to see what should improve, and the discipline and resilience to make it happen.

Netflix Values : While every member of their Dream Team has different skills, they look for common strengths that make them better together. These are the values they value:

Selflessness

They are humble when searching for the best ideas; they seek what's best for Netflix, not themselves or their team; they take time to help others succeed.

Judgment

They look beyond short-term fixes in favor of long-term solutions; they make wise decisions despite ambiguity; they use data to inform their intuition.

Candor

They willingly receive and give feedback; they are open about what's working and what needs to improve; they admit mistakes openly and share learnings widely.

Creativity

They welcome new ideas; they are passionate and persistent in pursuit of more innovative solutions; they value artistic expression.

Courage

They are vulnerable in search for the truth; they are willing to risk failure, or challenge the status quo, in the pursuit of excellence.

Inclusion

They recognize their biases and work to counteract them; they work to ensure everyone at Netflix can do their best work, whatever their culture, identity, or background.

Curiosity

They learn rapidly and eagerly; they are as interested in other people's ideas as their own; they're humble about what they don't yet know.

Resilience

They quickly adapt to changing circumstances; they make tough decisions without agonizing or long delay; they embrace a hard challenge.