

# THE FREEWHEEL WAY

## WE OPERATE LIKE A PROFESSIONAL SPORTS TEAM

When we work as  
a team, we do  
better work.

## WE SHOW UP FOR EACH OTHER

Being part of a team  
means supporting each  
other, professionally  
and personally.

## WE HAVE A FOUNDER'S MENTALITY

Act like you have a  
stake in the outcome,  
because you do.

## WE BELIEVE LEADERS CREATE OTHER LEADERS

The job of a leader is  
to develop and  
serve a team.

## INCLUSIVITY & DIVERSITY IS OUR ADVANTAGE

Our differences  
help expand our  
knowledge in  
every way.

## WE GET SHIT DONE

By prioritizing action  
over perfection, we  
move farther, faster.

## WE PRACTICE RADICAL TRANSPARENCY

By being truthful and  
open, we ensure that  
we're all working from  
the same reality.

## ALWAYS SEEKING EXCELLENCE. TOGETHER.

Collaborative influence  
is the common thread  
behind our success.

**FREEWHEEL**  
A COMCAST COMPANY