

Internal

Everything we do without a customer present,
which may include work for a customer

External

Everything we do together with our customers

Growth – Always strive for growth for ourselves and for our customers

- You proactively want to learn, create & fix things
- We help each other to grow continuously by giving and receiving feedback & share expertise
- We build impulssum together

- We are only successful if we are not needed anymore
- We helped our clients to upskill and grow
- We take our customers along our thought process and ask for feedback

Team – Always put people first

- Build personal relationships
- Ask for and give help within and outside of your projects
- Recognize & celebrate wins together

- Aim for 5/5 in customer feedback on how we work together
- Consider our customer's day to day jobs in our approach
- We embrace the customer as part of the team

Impact – Always strive for real lasting impact

- Live a well rounded lifestyle that allows you to maximize your impact in everything you do
- Everything is only done when it is lived by everybody
- Be proactive in what the customer or impulssum might need now and next (leave a personal mark)

- Think about what is best for the customer
- Be remembered (the value we bring, our iterative workstyle & team collaboration approach)
- Be pragmatic and flexible in our approach