



Hostbrag Culture & Values

Great people allow you to get great things done. And if you have great people, you can serve your customers better than anyone else, and the money flows in."

"Rob Reid, CEO of Intacct"



Culture



Value



Execution



In this increasingly networked environment, your organizational culture has become an integral part of your brand. Simply put, culture is how your employees treat the customer when you are not around. It is what happens when manager leaves the room. It is the shared beliefs, values, assumptions that manifest in behavior. Culture need not be good or bad but it definitely is strong or weak. An innovative company allows its employees to fail without repercussion to build a culture of risk taking.

Action Plan

How do you define a culture that is unique to your company and attracts the right candidates?

A good place to start is by reviewing why employees like working at your company and what makes it a special place in their eyes. At a glance, you can uncover key themes (pros and cons) on your Glassdoor company profile, including potential areas to showcase, improve or simply address.

Mission and Vision

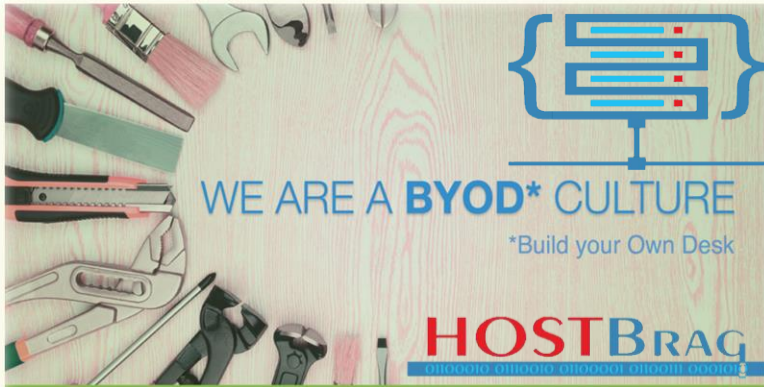
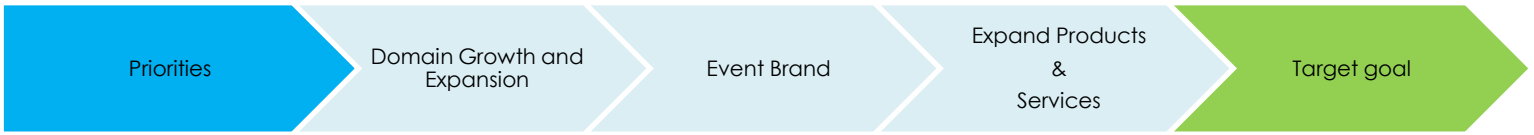
By defining the any startup's missions and visions, Culture tends to be made a part of the core values of the company at early stage of the company's growth our mission and vision at Hostbrag are

Mission

To build a company that favorably compete with other leading brands in web hosting services industry.

Vision

Archiving Monopoly in hosting services deliverance



At the core of our value

We Are

People First
 Passionate
 Humble
 Innovators
 Authentic
 Scrappy
 Integrity Based
 Respectful
 Collaborative
 Courageous
 Accountable
 Playing to Win!

We Are Not

Sell-Outs
 Superficial
 Arrogant
 Unimaginative
 Fake
 Bureaucratic
 Deceptive
 Mean
 Territorial
 Afraid
 Irresponsible
 Playing for Second

Ways to follow to archive values in Hostbrag

- 1-Deliver WOW Through service
- 2- Embrace and Drive change
- 3-Create Fun and a Little Weirdness
- 4-Be Adventurous, Creative and Open-Minded
- 5-Pursue Growth and Learning
- 6-Build Open and Honest Relationships with Communication
- 7-Build a positive Team and family Spirit
- 8- Do more with less
- 9-Be Passionate, Determined and Humble



Company culture is the personality of a company. It defines the environment in which employees work. Company culture includes a variety

of elements, including work environment, company mission, **values**, ethics, expectations, and goals.

Company values, also known as corporate values or **core values**, are the fundamental beliefs upon which your business and its behavior are based. They are the guiding principles that your business uses to manage its internal affairs as well as its relationship with customers.

Organizational culture is a hot topic these days, and for good reason. With big names like Google and Facebook setting **examples** for what a healthy company **culture** looks like, many others are following suit and fostering **cultures** that align with their values and needs hostbrag is one of those company.

Our Values

1. Integrity.
2. Boldness.
3. Honesty.
4. Trust.
5. Accountability.
6. Commitment to Customers.
7. Passion.
8. Fun.

Here are five cultural traits that enable and support excellence on high-performing tech teams.

1. They fail early and often.

Biologically, making mistakes comes with a unique set of benefits. A number of studies have found that failure and the subsequent learning process mature the brain, resulting in neurological growth. On an organizational level, this consequence is amplified. Failure-positive culture encourages transparency and allows employees to embrace creativity, explore new ideas and ultimately take risks that disrupt your market. That's just the kind of behavior that sets you apart from the competition.

On the other hand, a culture steeped in fear of failure squelches innovation, leading to second-rate products and unfulfilled teams. If you truly want to empower your teams to succeed, let them fail first.

2. They put the user first.

The best tech companies maintain an organization-wide focus on user experience. This commitment to the end customer must be deeply ingrained in daily operations. It also needs to take place at every step of the product lifecycle -- while designers are wire framing UIs, while project managers are writing JIRA tickets, while developers are strategizing functionalities. In each phase, team members should make decisions based on the wants and needs of the users they'll ultimately serve.

Tech teams obsess over the customer and approach work from this very perspective. That philosophy spreads as tech teams inherently support sales, customer-retention efforts and overall business growth.

3. They practice agile project management.

To earn market share and position themselves as industry leaders, modern tech companies need to work quickly -- and those processes are best powered by agile practices. Agile project management fosters collaboration, addresses failure or change early on and facilitates speedy deployments. In contrast, teams that work within a traditional waterfall framework will spend too much time in silos, tweaking features that inevitably will change or fail.

4. They decentralize decision-making.

There are good reasons traditional top-down organizational hierarchies are becoming less and less common. Distributing these responsibilities helps alleviate some of the burden that most executive-level leaders experience. Decentralized hierarchies also give employees a sense of autonomy and fulfillment that makes better use of their expertise and skills. If you're still signing off on noncritical decisions, you might be underutilizing your most precious resource: your human talent.

5. They support diversity and inclusion.

The tech industry and the country as a whole are making strides toward more inclusive workplaces. This is the right thing to do, and it also makes business sense. Teams that are both demographically diverse (gender, ethnicity, sexual orientation) and experientially diverse (socio-economic status, areas of specialty, levels of expertise) create breeding grounds for innovation.

One study found diverse leadership teams out-innovate other companies and are 70 percent more likely than a less-diverse competitor to capture a new market. With evidence like that, you can't afford *not* to invest in diversifying your team.

Recommended ways of building a lasting Culture

Build on your strengths.

Startup cultures are created by business founders. For example, if the founders are salespeople, the company will value sales first and foremost. The founders will know how to hire the best salespeople. Even for other positions, they will look out for people who are customer-oriented. The success stories told inside the company will be about things like that time a huge sale was made. The heroes of the company will be the people who signed the biggest customers. Similarly, the companies who are founded by designers will value design, and technical founders will create product and technology-focused companies.

Be transparent in your communications.

You always have to be clear and transparent when communicating with your employees. They need to know if the company is growing, what type of effort will be rewarded or whether there is a career path for them. Even when the news is bad, you should clearly communicate with your team and explain what is going on within the company.

At my company, we have an email that is distributed to our employees every morning. This email contains all important key indicators such as the number of active customers, active users and new signups.

Create time to listen to all employee concerns and do your best to solve them. Keep an open channel of communication and get their feedback when necessary. Do regular one-on-one meetings with your employees, as culture thrives when everyone has their voice heard. Once your company becomes larger, get your team leaders to do one-on-ones with their team members.

Every Friday, we have a demo day where teams show what they have accomplished or learned that week. This is also a great time for us to freely talk about important topics. I speak little in these meetings, but I make a point to remind everyone about our goals and values.

Establish a set of values.

Define your company values early on, and talk about them often. Think about what is important to your company. You can also ask your team members to sit alone and write down the company values they feel are related to your company. For example, what is your approach to flexible work hours? These can seem like minor details, but knowing your values beforehand will help you prevent any surprises down the road.

Hire accordingly.

Don't hire someone just because they have a great resume. Pay attention to whether or not this person would be a good fit with your company culture. The best way to understand if someone will fit into your culture is to take him/her to lunch or ask them to spend time with your current team. This way, you can make a better evaluation as you observe how this person responds in a relaxed environment. Sometimes I will hire people just for a day or a week and ask them to work with one of our teams. Then I ask the team members if they'd be happy to work with that person permanently. Even if they say yes, I might decide against the hire if I suspect it isn't a good fit.

Provide a pleasant work environment.

Provide a room for serenity and refreshments for your employees. This will help boost their morale and productivity, and will help them enjoy their time at work. It also shows employees that taking breaks is not only allowed, but encouraged.

Remember, everybody wants to work in a cool work environment nowadays. So when your employees want to take a break, having a nice space for them to go and relax is important. Your company will reap the benefit of employees who work harder, and stay put longer.

Do team activities outside work.

Company retreats and outdoor activities are great ways to facilitate team-building. These activities bring together people who don't usually work side-by-side and help them build friendships. Company cultures get stronger when people get along well. During our bike days, people have fun together, get closer and build trust.

Conclusion

"Our number one focus as an organization is the culture first. And the culture then is going to take care of the employees, and the employees are going to take care of the customers' needs, which is going to take care of our business".

- Jon Wolske, *Culture Evangelist, Zappos Insights*

