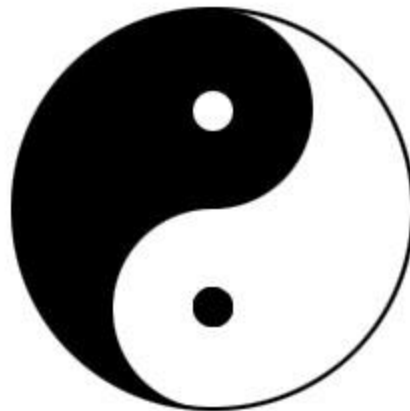


# Netflix Culture: Freedom & Responsibility



# We Seek Excellence

Our culture focuses on helping us  
achieve excellence

# Seven Aspects of our Culture

- Values are what we Value
- High Performance
- Freedom & Responsibility
- Context, not Control
- Highly Aligned, Loosely Coupled
- Pay Top of Market
- Promotions & Development

Many companies have nice sounding value statements displayed in the lobby, such as:

Integrity  
Communication  
Respect  
Excellence



Enron, whose leaders went to jail,  
and which went bankrupt from fraud,  
had these values displayed in their  
lobby:



Integrity  
Communication  
Respect  
Excellence



NETFLIX

(These values were not, however, what was really valued at Enron)

The *actual* company values,  
as opposed to the  
*nice-sounding* values,  
are shown by who gets  
rewarded, promoted, or let go

Actual company values are the  
*behaviors and skills*  
that are *valued*  
in fellow employees

At Netflix, we particularly value  
the following nine behaviors and  
skills  
in our colleagues...

...meaning we hire and promote  
people who demonstrate these  
nine



# Seven Aspects of our Culture

- Values are what we Value
- High Performance
- Freedom & Responsibility
- Context, not Control
- Highly Aligned, Loosely Coupled
- Pay Top of Market
- Promotions & Development

We keep improving  
our culture as we grow

We try to get better  
at seeking excellence