

The Headforwards Way



headforwards™

We are a different kind of software outsource company

Headforwards was founded on the belief that clients deserve a different kind of software outsource partner.



We are a different kind of software outsource partner

- A partner that focuses on what's right for the client, rather than purely what's best commercially for their own business.
- A partner that works in an open and collaborative way, using Agile principles to build quality software that delivers business value fast.
- A partner that hires great people, supports their development, and works with clients to co-create dedicated teams that form long-term partnerships.
- A partner that's always looking for what it can do better, and makes the right changes at the right time.

To be that partner – and to continue to be that partner as we grow – Headforwards has a set of five beliefs that guide what we do and how we do it.

We believe in doing the right thing

We believe Agile is currently the best way to build software that delivers business value fast

We believe honesty and transparency are the key to effective collaboration

That means we:

- ➔ Are honest and transparent at all times with colleagues and clients
- ➔ Trust our people to do the right thing in every situation, using these beliefs as their guide
- ➔ Work with people who share our beliefs – and are prepared to challenge those who don't



We believe in the power of team

We believe we deliver the most value when colleagues and clients work together as one team.

We believe an effective team is greater than the sum of its parts

That means we:

- Work with clients to co-create the best team for their needs, making hiring decisions together
- Empower our teams to self-organise to deliver maximum value
- Work together with our clients in an open and collaborative way



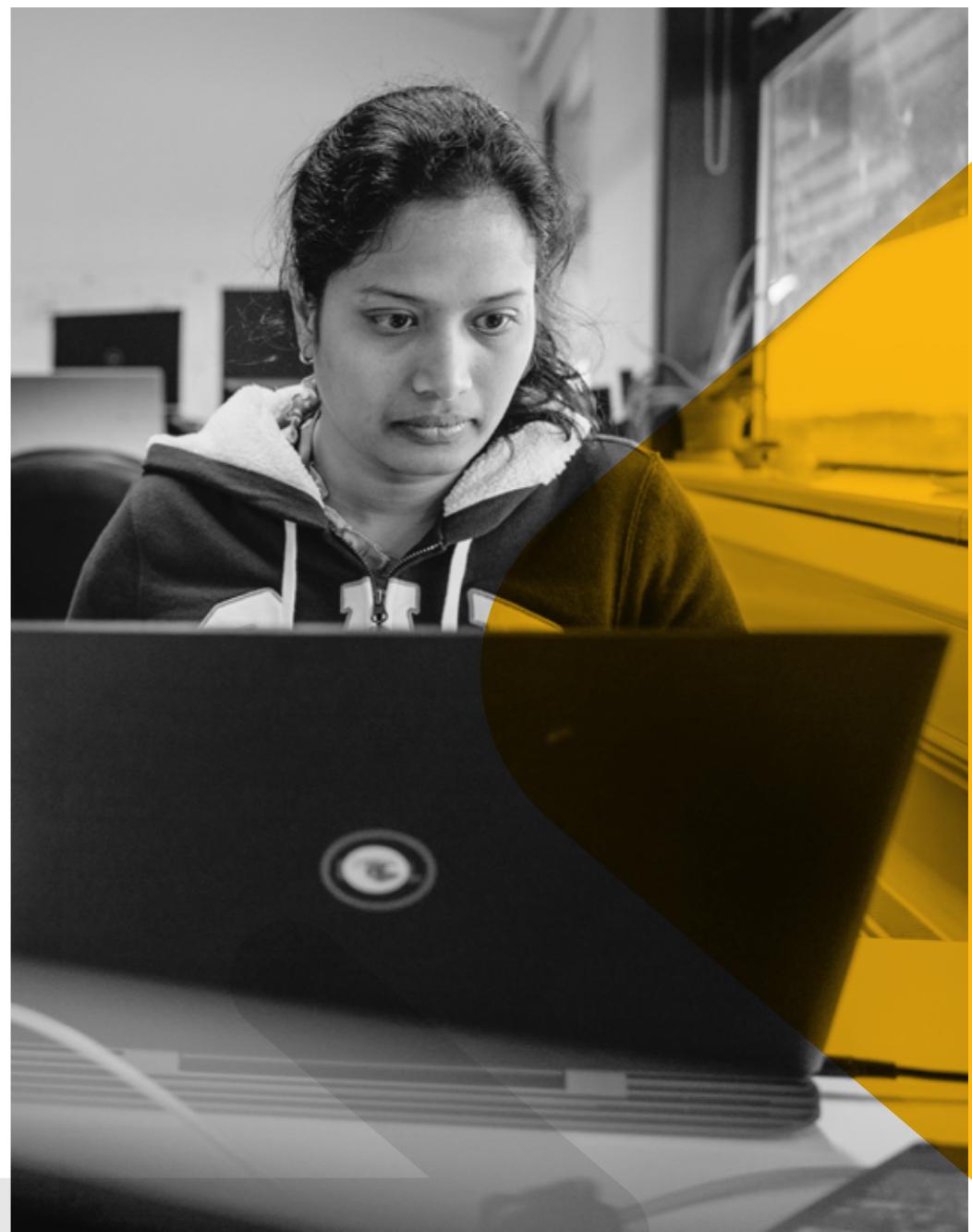
We believe in equality of voice, opportunity and respect

**We believe everyone has the right to be heard,
valued and respected at work**

We believe respect is earned through behaviour and attitude, not job titles or hierarchy

That means we:

- ➔ Encourage people to consult with others and make decisions collectively
- ➔ Continually strive to remove bias and discrimination from our processes
- ➔ Support our people to grow their expertise and value, rather than climb a pre-defined career ladder



We believe in empowering people

We believe people enjoy their work when they are empowered

We believe people who enjoy their work deliver the most value

That means we:

- ➔ Empower each team to decide how and when they work
- ➔ Lead by listening and responding – minimising the need to impose instructions from above
- ➔ Support our people to learn, develop and grow in the way they find most fulfilling



We believe in always getting better

We believe everyone has the power to learn, grow and adapt to changing circumstances

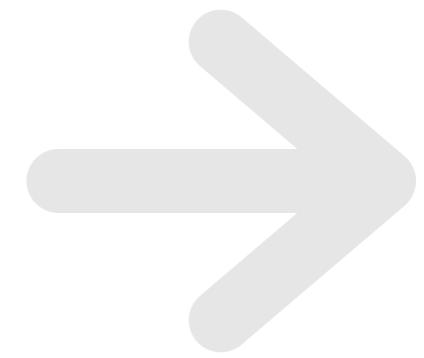
We believe staying the same leads to stagnation, declining quality, and obsolescence

That means we:

- ➔ Continually look for ways to do things better – from the software we deliver to the way we operate
- ➔ Listen to the full spectrum of internal and external voices to learn what we can improve
- ➔ Treat every experience – good or bad – as an opportunity to learn (and not to blame)



We believe our future will be driven by our people



The Headforwards Way provides an understanding of who we are and want to continually be as an organisation. It describes our beliefs that guide what we do and how we do it. These beliefs shape how we interact with each other and collaborate with our clients in order to be a different kind of software outsource company.



So what will Headforwards look like in the future?

We'll be just the same,
but better.

