

NOW HIRING: PEOPLE WITH PASSION ♥



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Cialfo Team in 2019

“Being in your element is not only about aptitude, it’s about passion: it is about loving what you do”.
—**Sir Kenneth Robinson**

I recently came across a [Forbes article](#) that magnified the importance that purpose-driven work and workplaces play in innovation, global change, and overall employee satisfaction. I found this article to be very timely in light of 2020 and the global pandemic that has changed the way many of us view our place in the world and what we should do with the time we have here. These unprecedented events have spurred job seekers young and old to stop and think about whether or not their current career paths align with their personal values when it comes to contributing to society as a whole.

In this time of reflection and transformation, many have found that the things they previously looked for in a job and company will no longer be relevant to them in the post-pandemic world. After a chaotic year full of uncertainty and fear, the status quo of slogging behind a desk while counting the hours tick by just won’t cut it any longer. As we enter 2021 full of hope, a vast number of workers will be looking to make major career moves — in search of authentic and meaningful work that fuels positive societal change. Along with a renewed sense of purpose, other criteria job seekers will be looking for are opportunities for growth, a sense of ownership and an incredibly talented and passionate team to work with.

Cialfo, I feel, checks all those boxes and then some, giving us a distinct edge over other tech companies when it comes to attracting and keeping great talent. We have created a collaborative and free-thinking culture that revolves around our most prized asset — **our people**.

I for one, consider myself beyond lucky to work alongside this insanely talented group every single day. It is their passion, creativity, and hard work that will eventually help us achieve our mission of making higher education accessible for **100 million students**. There are so many ways for one to make an impact for the global good, especially during these unsettling times. I've personally found no greater reward than going to sleep every night knowing that Cialfo's efforts *literally change* the path of a student's future and I know my colleagues feel the same.

So what are we looking for in potential Cialfo team members (or as we lovingly call them, "Cialfolk") as we continue on our rapid growth trajectory?

The ideal candidates are smart, passionate, enthusiastic, hardworking, and fun-loving innovators who take personal pride in the unique roles they will be playing to help reshape education globally. Risk-takers who strive to expand their horizons, challenge themselves every day and aren't shy about sharing their ideas. Creative people from every sector — engineering, sales, marketing — who dream about making a global impact in their everyday work.

There are lots of technology companies looking to hire — what makes Cialfo different?

Simply put, we think differently, and this year's events stemming from the pandemic only accelerated our thought process and our desire to make education accessible to all. We've named 2021 the year where we aim to take a "Quantum Leap." We have reorganized our corporate structure in such a way that puts the emphasis on delivering solutions in a collaborative partnership with our clients first and foremost, at the same time that we are challenging our product and engineering teams to think beyond client requests and to inspire our market to try new concepts, workflows, and think about serving their constituents differently. In order to do this, we have to recruit **three times** the number of new hires we onboarded in 2020 (this translates to about ~120 positions next year).

In order to take this "leap," we have to find and recruit candidates who are focused on factors well beyond those listed on a typical corporate fact sheet. They are interested in more than just annual earnings or high rankings in the leading tech publication. Our final All Hands Meeting of 2020 was really eye-opening for me, and I may have Zoom to thank for it. One of the cool things about having to manage a virtual team is that in our online meetings, everyone is represented as a box. We ask our team members to turn on their video for meetings so that we can feel more connected. As I was looking back at 86 boxes filled with employees it hit me — these aren't just boxes, these aren't just employees — these are our Cialfolk, representing 18 different nationalities, with a female to male ratio of 1:1, all of different ages and of different backgrounds, race, and experiences.

Some of the boxes had the sun shining behind them, others were settling in for the night — one of the challenges we have yet to conquer is time zones! To call us diverse would be bland — we are an inclusive community that happens to work together and function with a spirit of belonging and acceptance towards a common goal. What struck me is at this time next year, this team will have grown, not only in terms of numbers but in experience and in success. And, as my talent acquisition

team will tell you, I'm impatient to bring on the next cohort of team members — as of this writing, we have [31 openings](#) for remote opportunities as well as positions in Singapore (HQ), India, United States, China, and Pakistan.

We have created a people-first culture, knowing that we would be nothing without the talents and contributions of each and every team member.

Our Customer Success team ended their final team meeting this year with a round-robin of sharing with each other how another team member may have inspired or supported them. I put some of the words that were used during that discussion in a word cloud below:

Cialfolks are empowered and inspired in our unique culture — one where no idea goes unheard, flexibility is our mantra and creativity flourishes. Every idea you share and every project you take on plays a measurable role in the ultimate success of Cialfo and ultimately, the community we serve. Working in an environment that encourages independence offers everyone a true sense of ownership. We value each team member and believe that giving you the independence to do things “your way” instead of following some bogus bureaucratic roadmap results in greater innovation and happier people.

What sets Cialfo apart from other Edtech companies is our team of diverse people, emerging opportunities, rewards (both tangible and intangible), culture-centered organization, and purposeful work. In my next posting, you'll hear directly from some of our team members — some will talk about our casual and relaxed environment where team members are like family. Others will discuss teleworking, flexible work schedules, and a generous vacation policy, and the freedom to define your own work and work in the ways that best fit your needs and goals. But, I have no doubt you'll hear one recurring theme- we have a love for our work and Cialfo gives us the opportunity to explore and chase our passions. And that is music to my ears.



Cialfo All Hands 2020

I wish you all the best as you close out 2020 and reflect on the year. As you look ahead to 2021, tap into what motivates you, and, perhaps, explore joining us as an official member of our team — take a look at our [open opportunities](#) and think bigger than just your average 9–5 tech job. **Could you be the next Cialfolk?**