



cloudfactory

10 Guiding Principles

THE WAY WE BEHAVE TOGETHER



We work to
**love and
serve.**

I see the value in what some consider
mundane tasks.

I help others become their best.

I champion the voice of our cloud
workers and clients.

#loveandserve



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10 Guiding Principles



We are **one**
body with
many parts.

I work to bring people together at every level.

I seek the best for CloudFactory over myself and my team.

I celebrate those who are different from me and can get overlooked.

#onebody





We **build** **relationships.**

I make hard choices to put people first.

or

I put people first even when it costs me.

I leave margin to invest in people.

I treat people like they are family.

#buildrelationships





We speak **truth and life.**

I fight for the best of other people by bringing both support and challenge.

I consistently give and generously receive feedback.

I call out the greatness in people.

#truthandlife





We practice **humble courage.**

I act not out of insecurity or arrogance
but a right-sized view of myself.

I am able to follow graciously and
lead bravely.

I speak up for myself and others.

#humblecourage





We grow like **bamboo.**

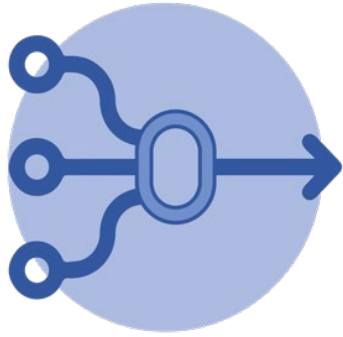
I invest in the habits that drive my long term growth.

I have a higher expectation of myself than CloudFactory does.

I intentionally seek to learn from everyone and everything.

#bamboo





We make
the **complex**
simple.

I work hard today to simplify others' work tomorrow.

I identify the root problem we are trying to solve.

Simple means less.

#complexsimple





We think **big**,
start **small**,
scale **fast**.

I keep my work connected to the big picture.

I drive innovation through a bias for action and experimenting.

I know what needs to be done now vs later.

#bigsmallfast





We do **more** **with less.**

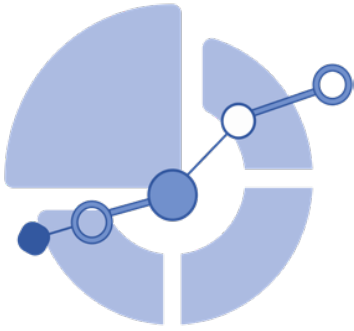
I embrace constraints for the creativity and resourcefulness they breed.

I treat company resources as if they were my own.

I maximise what I have before asking for more.

#morewithless





We **respect** **data.**

I seek the best solution, not just to defend my opinion.

I use data to make good decisions.

I keep data safe.

#respectdata



