



Culture Handbook



**“We are what we
repeatedly do”**

~Aristotle

What is Culture?

- ✓ Is **behavior** emanating from shared beliefs and values
- ✓ Is how individuals in an organization **respond** to situations
- ✓ Is like the 'rudder' of ship, **guiding** the organization during all times
- ✓ Is the 'immune' system of the organization, rejecting 'misfits'
- ✓ Is **soul** of any organization
- ✓ Is the '**DNA Code**' of the organization
- ✓ Is the ONLY **sustainable** competitive edge



How is culture created?

Culture happens anyway and it's up to people to shape & nurture as per their needs.

Why should we care about Culture even before starting the company?

As we know organizations are about people and great culture attracts outstanding talents, amplifies their capabilities and help them become the best version of themselves!



What are the guiding principles of Culture that we want to create at Kuhoo?

- ✓ Our value system is the soul of our company
- ✓ Start with context and then stay with it
- ✓ Transparency in thoughts, communication and actions
- ✓ Do the right thing
- ✓ Customer > Organization > Teams > Individual
- ✓ Happiness is a choice
- ✓ Make others look good
- ✓ Empowerment with accountability of results

01.

Our Value System is the Soul of our company

1. **Curiosity:** You are always eager to learn to solve any problem more effectively
2. **Passion:** You strive for excellence in everything you do and expect same from everyone you work with
3. **Impact:** You accomplish amazing amount of important work within timelines
4. **Ownership:** You always think and act in the larger interest of the company

02.

Start with context and then stay with it

1. You constantly ask ‘Why are we doing, what we are doing’?
2. You have **courage** to ask hard questions when you see that actions are not aligned to the purpose and our culture
3. You continuously benchmark against the best within and outside company
4. You **innovate** by reimagining problems to find more effective solutions

03.

Transparency in thoughts, communication and actions

1. You **listen** carefully before reacting
2. You encourage people to be direct & forthright by creating environment of **trust**
3. You share information **openly** and proactively
4. You focus on 'what' instead of 'who' and keep the **dignity** of relationship intact regardless of authority or disagreement

04.

Do the right thing

1. You always choose to do the **right thing** despite high pressure of delivery
2. You focus on what's best for company in **long term**
3. You acknowledge & correct your mistake even when no one would notice
4. You are **non political** when you disagree with others

05.

**Customer >
Organization >
Teams >
Individual**

1. You never put your individual performance over team's and organization's goals
2. You never blame the process or person for your failure
3. You practice **humility**
4. You start by asking yourself 'what value am I bringing to this conversation/task/project'?

06.

Happiness is a choice

1. You maintain **positive** demeanor at all times
2. You try to be a **role model** for your colleagues
3. You **celebrate** small wins
4. You are **fun** to work with

07.

Make others look good

1. You **own** mistakes and deflect credit to team
2. You look for ways to make Customers, Partners and Colleagues successful
3. You try to contribute effective and sincerely outside of your specialty
4. You are genuinely **happy** for colleague's success

08.

Empowerment with accountability of results

1. You distinguish between 'Responsibility of action' and 'Accountability of Outcome'
2. You never blame the process or person for a failure
3. **High Performance** for you means delivering best results under any circumstances
4. You understand that results matter more than the number of hours worked



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