gestalt

CULTURE PLAYBOOK

What you give you get, what you send out comes back, what you sow you reap.

OUR VALUES:

The SOIL We Plant In

Do the Hard Thing(s)
Face the tough conversations head-on and push through discomfort. Growth comes from doing what's challenging, not what's easy.
Proactively Prepare
Success isn't built on hope or simply showing up. We plan ahead, practice consistently—anticipating what's needed and leading the way.
Do What We Say and We Say What We Do
Trust isn't built by chance. We follow through on our commitments, being dependable and clear in our communication.
Ooze Vulnerability
We ask for help, we ask for training, we ask stupid questions (just not the same one two weeks in a row). We don't pretend to know when we don't.
Plant Daily
We measure our success by the efforts we put in each day. Focused, engaged, and persistent, we plant the seeds for long-term growth, ensuring our daily actions contribute to the bigger picture.

OUR OPERATING PRINCIPLES:

The SEEDS We Plant

Produce Trusted Work

Whether internally or externally, the data we deliver is reliable.

Respond Quickly

You don't need to answer within 1 minutes, but you do need to answer within 1,440 minutes.

Give a SH*&

It’s more than just a job. We’re all-in, investing ourselves fully in the mission, not just checking off tasks. We are united in our commitment to the vision we’re working to make a reality.

Engage in the Present

Whether virtually or in person, we are fully engaged with the people around us. We listen attentively, ask thoughtful questions, and maximize the value of every interaction.

Evoke a WOW

It’s in the little things. There’s an undeniable difference about us. We make an impact through the little things that stand out.

Always Improve

Up and to the right. Despite setbacks, despite circular errors, all arrows point up and to the right.

Provide Appropriate Detail

We communicate clearly and effectively, tailoring the level of detail to the needs of our audience. Every message is purposeful, ensuring everyone has the information they need.

Balance the Journey

There is a saying - to be successful, have a wishbone, a backbone, and a funny bone. And so we continue to dream, while persistently and confidently delivering - keeping a good sense of humor the entire way.

Look to the Metrics

Whether internal KPI's or key customer metrics, we track and use them to guide our decisions, ensuring we are always aligned with our goals.