

CULTURE x
then PRODUCT
then Revenue x
.....
CREATE GREAT x



..... *be* ♥
VALUABLE,
RELEVANT, and x
CONSISTENT

EXPERIENCES || WE ARE ||  
" H.U.S.T.L.E. "

heart.unique.skill.tech.lean.entrepreneurial

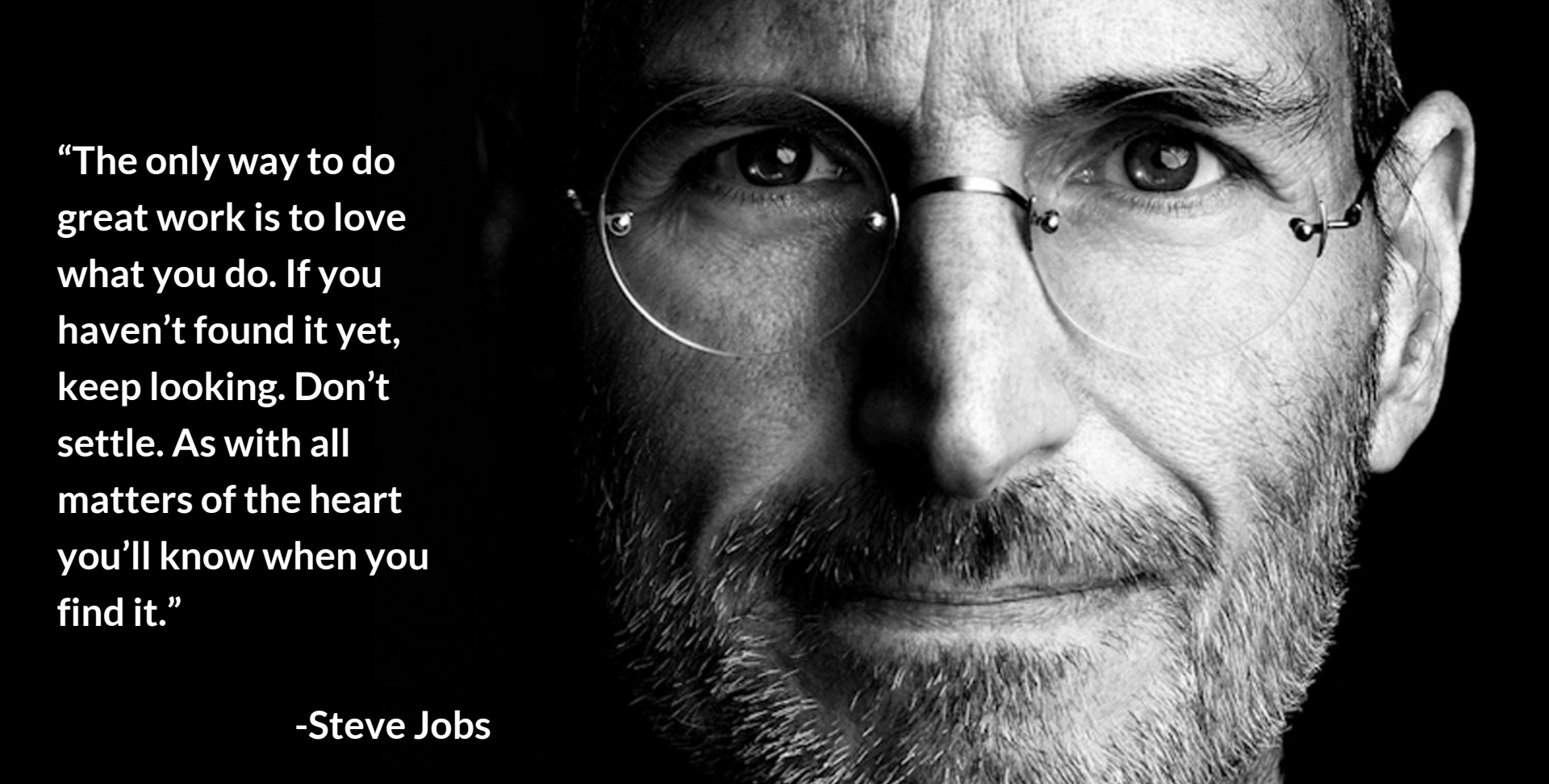
(((Gi♥e BACK)))

COMMUNICATE OPENLY

" and with "

TRANSPARENCY



A black and white close-up portrait of Steve Jobs, wearing his signature round glasses and having a slight beard. He is looking directly at the camera with a calm expression.

“The only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle. As with all matters of the heart you’ll know when you find it.”

-Steve Jobs

WHY ARE WE AT UBERFLIP?

Let's start with:

WHY DO YOU WORK?

WHY DO YOU WORK?



WHY DO YOU WORK?



WHY DO YOU WORK?



WHY DO YOU WORK?



WHY DO YOU WORK?



WHY DO YOU WORK?



IS THAT IT?



HAPPINESS AT WORK MATTERS



**WE SHOULD LOVE WHAT
WE DO**



**WE SHOULD FEEL
CONFIDENT**



**WE SHOULD BE
CHALLENGED**



**WE SHOULD APPLY
OUR TALENTS**



**WE SHOULD FEEL
HEARD**



**WE SHOULD HAVE FUN
AT WORK**



UBERFLIP

must be

A REWARDING WORKPLACE



But why is Uberflip a better place to breed
ALL-STARS over **SAD MINIONS**?



**FIRST LET'S LOOK AT WHAT
WE DO:**

WHAT IS ÜBERFLIP?:



Content Experience Management

OUR MISSION

WHY WE EXIST

We believe **content** is the most effective way to ignite meaningful relationships.

But even the greatest content must be combined with a remarkable experience to reach its full potential.



WHAT WE DO

At Uberflip, we build software that is both easy to use and easy to integrate with other best-in-class solutions.

Each member of our team rallies around the belief that our customer's success is our success. We exercise this belief by always being valuable, relevant and consistent in everything we do.



HOW WE DO IT

Uberflip is a platform for marketers to create, manage and optimize **content** experiences, so that **content** can be fully leveraged by all company stakeholders at every stage of the buyer journey.



So what's

CONTENT MARKETING:

“
Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.
”

Content Marketing Institute

Let's zero in on

A FEW KEY WORDS :

“
Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.
”

Content Marketing Institute

The very fact we empower
marketers to deliver

**VALUABLE,
RELEVANT,
CONSISTENT
EXPERIENCES**

shapes who we are.

(need to be)

Now let's dig a little deeper into
each of those defining
characteristics....

- 1. VALUABLE**
- 2. RELEVANT**
- 3. CONSISTENT**
- 4. EXPERIENCE**

1. VALUABLE

VALUABLE:

Every Uberflipper should:
feel valuable
&
be valuable.

FEELING VALUABLE:

You should know if you're valued

Quarterly 1-1 'check-in' with your leader

FEELING VALUABLE:

We're a start-up so you need to speak up if
this isn't happening.

we aren't perfect - don't take it personally.

We value open and transparent
communication.

BEING VALUABLE:

We need you to find ways to
show your talents.

we pay you a salary after all ☺ - Uberflip is a business - ROI matters!

Challenge yourself to add value everyday.

BEING VALUABLE:

We need break out ideas.

Don't count on someone else to voice your idea – be loud and make it happen!

2. RELEVANT

RELEVANT:

**As a company, product and
tribe we need to be relevant.**

YOU CAN SET THAT TONE.

RELEVANT:

It starts with being an
expert at what we do.

KNOW OUR BUSINESS!

RELEVANT:

Stay relevant!

Speak to our customers to
understand their pains and
how we can solve them...

read on -->

RELEVANT:

But remember,
the customer isn't always right!

Yikes - Can you believe we just said that!
Keep reading -->

RELEVANT:

We are building a category

(which makes this place so much fun)

**which means some ideas we have
require breakthrough thinking**

So... -->

RELEVANT:

we need to

LISTEN to our customers,
EMPATHIZE with them,
LEARN from them,
but also **EDUCATE** them!

RELEVANT:

Shape what is relevant today by:

1. *monitoring trends*
2. *innovating outside the box*

RELEVANT: FOCUS ON INNOVATION

“If I had asked people what they wanted they would have said faster horses.”

-Henry Ford

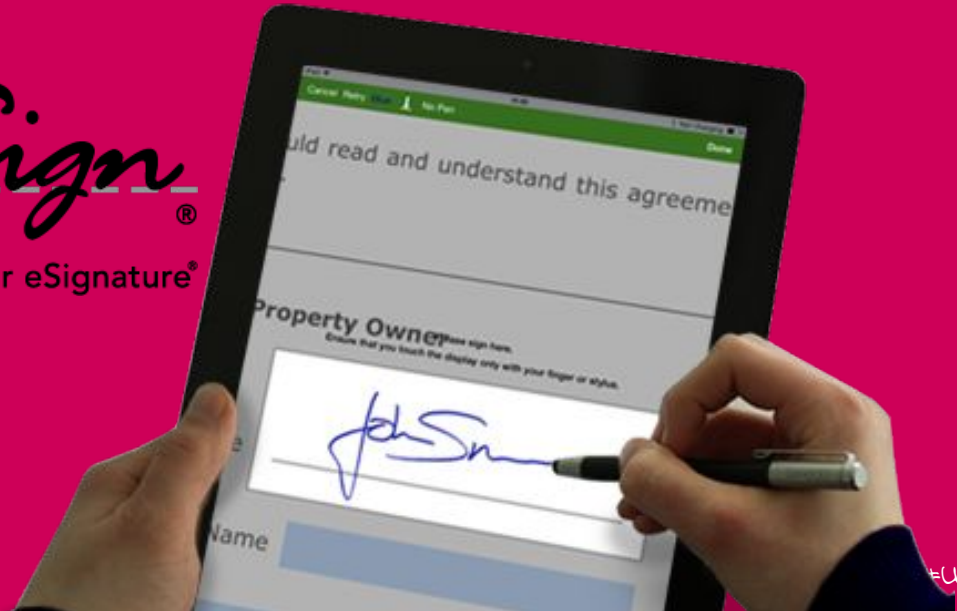


RELEVANT: FOCUS ON INNOVATION

DocuSign®

The Global Standard for eSignature®

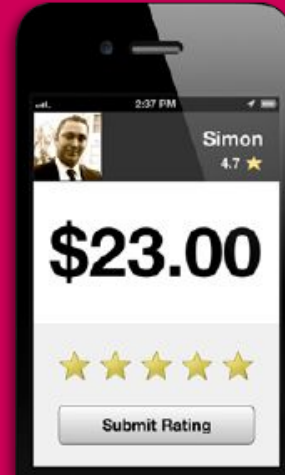
No more scanning!!!



RELEVANT: FOCUS ON INNOVATION



No more taxis!!!



RELEVANT: WE ARE INNOVATING



RELEVANT:

How do we remain
relevant everyday?

(on the smaller tasks)

RELEVANT:

Applied Daily:

MARKETING - SALES - PRODUCT - SUCCESS - BILLING

Will our audience find the way we interact relevant?

If not adapt!

RELEVANT:

Keep Learning:

If you know of a course, book or content that will help you or the team – embrace it, share it.

RELEVANT:

Forward Thinking:

Where would you rather have been
working 5 years ago?



RELEVANT:

The more relevant we are,
the better the experience will be
to work or interact with us.

3. CONSISTENT

CONSISTENT:

Our customers pay us and rely on us to deliver a
CONSISTENTLY AMAZING EXPERIENCE.

CONSISTENT:

What happens when a service
you pay for fails?

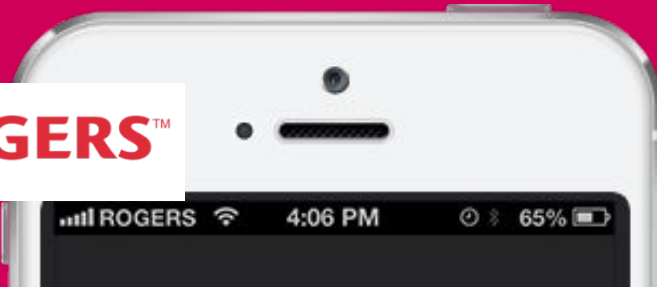
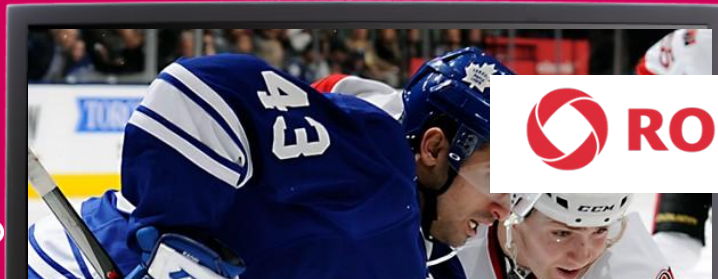


Bell



CONSISTENT:

You churn 😞



CONSISTENT:

We must

always delight our customers
before it's too late!



*Their success is
our success!*

CONSISTENT:

Three factors that can impact our consistency:

RESULTS

EFFORT

HUSTLE

CONSISTENT:

RESULTS, EFFORT, HUSTLE

We all love those who can deliver.

For some of us that isn't always effortless.

CONSISTENT:

RESULTS, EFFORT, HUSTLE

The more effort you put in the more likely you are to succeed.

CONSISTENT:

RESULTS, EFFORT, HUSTLE

“10,000-Hour Rule”

**The key to success is a matter of practicing for
about 10,000 hours**

***Malcolm Gladwell,
Outliers – The Story of Success***

CONSISTENT:

RESULTS, EFFORT, HUSTLE

How do we define Hustle?

**“The best way
to predict
the future
is to
create it.”**

Abraham Lincoln



SOLD SEPARATELY.



HUSTLE

ELON MUSK

SPACEX



TESLA MOTORS



Leaders like this
get it Done

CONSISTENT:

RESULTS, EFFORT, HUSTLE

We need a:
GET IT DONE NOW
mentality to win

4. EXPERIENCE

At Uberflip we talk a lot about:

THE EXPERIENCE:

optimized experience = better performance

The same can be said about the work experience.

EXPERIENCE:

This was Randy's first desk setting:



EXPERIENCE:

Too often people work in silos
where two people don't know each other

We need to work as a tribe
where we collaborate to solve



EXPERIENCE:

We embrace opportunities to collaborate face-to-face

"People are more productive when they're alone. But they're more collaborative and innovative when they're together. Some of the best ideas come from pulling two different ideas together."

- Marissa Mayer, Yahoo

EXPERIENCE:

That's why Uberflip is an open office



our space needs to feel like home...

an experience that fosters innovation!



EXPERIENCE:

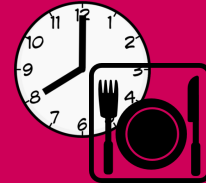
Consider our lack of doors...



An Open Door Policy

EXPERIENCE:

The office should make you feel at home – so we get the real you
– that’s why we have:



EXPERIENCE:

#1. We work hard



#2. We play hard





WE HIRE FOR

H.U.S.T.L.E.

Heart.Unique.Skill.Tech.Lean.Entrepreneurial

CULTURE IS ABOUT BUY-IN

to founding values & beliefs, which evolve over time to
suit the changing environment.

OUR CORE VALUES

Could have started with these but now should have context

OUR CORE VALUES

1. We are H.U.S.T.L.E.
2. Culture > Product > Revenue
3. Communicate Openly and With Transparency
4. Create Great Experiences
5. Be Valuable, Relevant and Consistent
6. Give Back

CORE
VALUES

We Are

H.U.S.T.L.E.

heart

unique

skill

tech

lean

entrepreneurial

We are people with Hheart, who are Unique individuals, who have Skill, who are passionate about Technology, who possess a Lean “do more with less” mentality and who are driven by an Entrepreneurial spirit.

CORE
VALUES

CULTURE
then
PRODUCT
then
REVENUE

Überflip

- We act as one Tribe of Uberflippers
- We are not afraid to fail
- We embrace a work/life balance
- We are committed to every Uberflipper's career path
- We are a product company before a revenue machine

CORE
VALUES

COMMUNICATE
OPENLY
and with
TRANSPARENCY

- We are not afraid to give and receive direct, constructive feedback
- We maintain an environment where everyone is approachable
- We embrace opportunities to collaborate face-face

CORE
VALUES

CREATE
GREAT
EXPERIENCES

- Tech is most powerful when built for humans
- Enable great buyer journeys for every customer
- Maintain a workplace that's exciting to come to

CORE
VALUES

be
VALUABLE,
RELEVANT
and
CONSISTENT

- Value comes from being collectively and individually accountable
- Innovation and Creativity fuel long term relevance
- Our customers' success is our success

CORE
VALUES

Give
BACK

- We give back to our communities
- We are both the student and the teacher
- We make time to educate other Uberflippers

CORE
VALUES

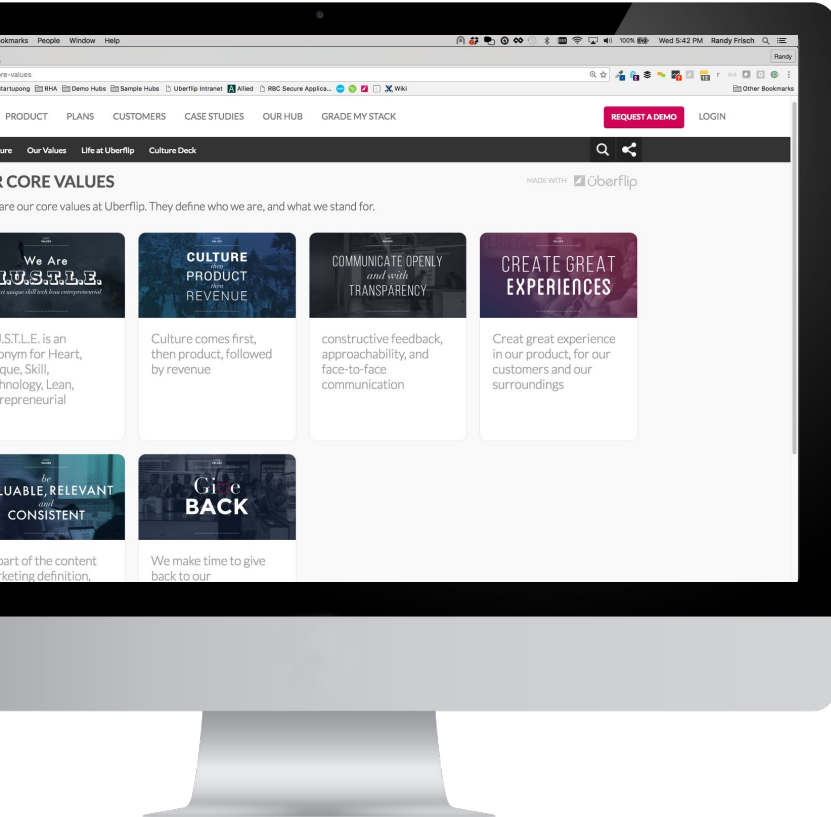
Give BACK

WE WILL DONATE

1% OF GROWTH

EVERY YEAR

STAY IN THE LOOP



Learn more at

culture.uberflip.com

Provide feedback at

culture@uberflip.com