

# THE SHIFT YES DNA CODE

This is what it means to be part of our team. This is how we intentionally show up in our roles and for each other. These are not ideals, we are committed to embodying these every day as we keep our eyes and minds focused on our core purpose which is to help people be better to each other.

## Be Exceptional

**Fiercely committed to high quality work, productivity, & being elite players doing next level shit.**

We are a team of A players, there are no spots on the roster for B players. As individuals and a company, being good enough is not good enough. We are highly productive and earnestly give our best at all times. We take great care and pride in our work. We are meticulous about tiny details while never losing sight of the big picture. Mistakes are inevitable, apathy is unacceptable. We push ourselves and each other to perpetually step up our game and produce next level work.

## Lighten Up

**Kind, authentic humans with positive attitudes having fun & making each other look good.**

We take our work seriously, but not ourselves. We bring our real, authentic, unique selves to work. We are kind, playful, laugh hard, and enjoy each other. We intentionally bring good, positive energy to the team. We're all human and imperfect, we extend grace and have short memories about other people's mistakes. We make each other look good and come from a place of support and goodwill. We prioritize creating a fun, lighthearted environment to collectively thrive in.

## Own Your Shit

**100% accountability for our behavior & impact on each other. Gracefully resolve static & conflict.**

We take responsibility for our mindsets, attitudes, behavior, and choice of words. We are transparent, drama free, allergic to excuses, and own our mistakes. Our emotional behavior is in check and we're intentional about the impact we have on each other. We make others feel listened to and look for ways to say yes. When there's conflict, we seek to fully understand each other by listening and asking questions to uncover the heart of the matter, and collaboratively find mutually beneficial resolutions.

## Ever Forward

**Never complacent, always learning and improving. Stay humble, innovative, & adaptable.**

We are committed to, and fiercely pursue improvement. We value and acknowledge our path of progress and where we currently stand, but are never satisfied or complacent with where we are. Feedback knows no titles or job descriptions. We're open to feedback, actively seek it, and receive it with grace. We don't take shit personally or view feedback as a personal attack, we see it as an opportunity to improve. We believe we can be and do better and are not attached to how we've always done things. We embrace change and adaptability, constantly asking "Is this the best way?"

## Blood Type: Grit

**Resilient & scrappy, impossible to discourage, unafraid to dream big & shoot for the moon.**

We are resilient, courageous, and unsinkable to our core. We embrace the risk of failure and don't shy away from challenges. We're not here to replicate what everyone else does or how they do it. We blaze our own trail, unafraid to break new ground and create roads where none exist. We dream bigger, knowing that if we want something it's on us to create it. We learn from mistakes, setbacks, and missteps; they are valuable to our growth and experience. We're solid as a team, have each other's backs, and look to inspire the best from each other. Spirits high, eyes forward, bring the heat every day.