

Element: Manifesto (in no particular order)

- we apply brain power over brute force
- we maximise autonomy and empower folks to run their own stuff, but we also work as a team
- we value common sense over rules
- we rate flexibility & adaptiveness over rules
- we minimise bureaucracy as much as possible
- we have a bias towards action and getting things done rather than being cautious
- we work smart rather than long whenever possible
- we do not make the assumption that people work overtime

- we are generous to our staff
- we are honest to our staff
- we value staff time (e.g. we don't buy cheap flights/hotels at the expense of employee time)
- we don't waste money
- we hire good people: it's better to have an empty role than the wrong person
- we support people to become masters in their field

- we maximise transparency within and without the org
- we work hard but disconnect properly when we're not working
- we optimise for fun
- we minimise authority: we do things because they make sense, not because we are ordered to

- we take responsibility for our work
- we are not afraid to call out problems
- we are not quick to blame each other
- we behave & react proportionately (i.e. not with irrational constant screaming urgency)
- we do not bully
- we trust and give benefit of the doubt
- we look out for one another; have each others' backs

- we aim for the stars
- we aim to make the world a better place
- we innovate wherever possible
- we don't reinvent the wheel
- we have a reputation for excellence
- we maintain a good attention to detail
- we don't ship broken stuff (code or pitches or whatever)

we respect our users

we are ethical

we don't waste time overthinking core values.