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.