

Friday Cultural Norms

1. **We trust each other.** We practice radical ownership, shared leadership, and believe in each other's expertise and decisions.
2. **We are skilled collaborators.** We value each other's insights; we provide clear deadlines for feedback; and we offer input meaningfully.
3. **We talk it out.** We jump into quick debriefs and give each other real-time feedback. We are open and upfront about what we need, what we want, what's working, and what's not. We prefer video and phone calls over email and Slack messages.
4. **We inspire each other.** We share articles, innovation, quotes, music, gifs, emojis.
5. **We care about each other's personal well-being.** We support one another to be the best versions of ourselves for our clients and the quality of our work; whether it's exercise, sleep, dog walks or personal appointments.
6. **We learn from our successes and failures.** We always give our best effort and make time to assess what worked and what could be improved. We encourage reflection and team debriefs.
7. **We create time for creativity.** We encourage time and space for activities that spark creativity individually, and together.
8. **We bring our whole selves.** Our personality, passions, experiences, and causes are celebrated and we find ways to infuse them into our work.
9. **We hustle with intention.** As a fast-growing company, we're moving in many directions—developing our infrastructure to support growth, expanding our team, and jumping on new opportunities. We're proud of how much we can get done and we make sure every meeting ends with clear goals and next steps.
10. **We treat internal deadlines like client deadlines.** We commit and we communicate. We are accountable for agreed-upon processes, create realistic deadlines, monitor progress, and raise and communicate challenges.
11. **The Friday Feeling.** Let all the other days have “all work and no play.” Friday has room for both. We believe serious work requires a creative approach to open up new ways of thinking.

What are norms? The expectations that guide our behaviors, interactions, and communication practices. Norms are evident in all internal aspects of our business—internal team meetings, client informal brainstorms, one-on-one's, etc.—and are incorporated into client-facing engagements.

We reflect on our norms individually (self-reflection & reviews) and collectively (team shout-outs and retreats)

Other Helpful Links

[Friday DEI: Lunch Prompts + Facilitation](#)[Friday DEI 2022 Year in Review](#)[Friday Team Collaboration Best Practices](#)[Friday DEI Definitions_V3](#)[Here's to Friday Prompts](#)

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