

Nyla Culture

# This slide deck answers:

- *Who* are We?
- How do We *Act*?
- What are Our *Guiding Principals*

# Who Are We?

*What are the people at Nyla really like?*

# Team

- We **help** each other
- No us-versus-them, me-versus-you
- No brilliant jerk
- We fundamentally understand that together we can do more

# Smart

- We are bright and well educated
- We are curious, life long learners
- We *study* what we don't know
  - Degrees, classes, webinars, books, internet
- We ask questions
- We learn from others
- We learn from the past and what has not worked before
- We *improve*. We are constantly improving

# Professional

- Treat everyone, from the top to the bottom, with *respect*
- We meet deadlines – knowing that timeliness matters
- We are available and responsive
- Keep our word
- We rise to the challenges ahead of us
- We do our homework
- We show up with pen and paper
- Our conduct is always commendable – no ‘brilliant jerk’ behavior

# Innovative

- We develop solutions to problems – processes, policies, technology, etc.
- We are abreast of the latest technology, ideas, trends in our field and how we might apply it to our specific area
- We develop white papers and proof of concepts

# Comfortable with Change

- We expect our world to constantly change
- We don't get set in our ways
- We feel comfortable learning new things and new ways of doing things
- We are flexible with changing times and needs – including specific project efforts

*Think "Who Moved My Cheese"*



# Passionate

- We genuinely care about our work and our team
- We have a light behind the eyes
- There is an energy about us
- We aren't waiting to be told what to do. We have suggestions at the ready
- We aren't Yes-Men. We are comfortable with respectfully suggesting other directions that achieve the same goal

# We are DO-ers

- We DO what we say we will
- We prefer action over talk (and writing)
- We get things done

# Understand the Mission

- We understand '*The Why*' - the deeper meaning behind what we are asked to do and how it aligns with larger goals
- We understand that achieving the mission is not always a technical solution
- Customer feels like we are *honest brokers* – giving them advice that satisfy mission and not about lining our pockets

# Effective

- We help the customer achieve their goal
- We work towards the goal – not a set of prescribed steps
- Being busy or working hard is not a sign of effectiveness
- What is a sign of being effective:
  - Systems working to customers satisfaction
  - Automating the manual repetitive tasks
  - Coming up with completely new ways
  - Increased demand for our talents

# It's about PEOPLE

- It's not about technology xyz
- It is about *relationships*
- Internal and External – *everyone*
- We are empathetic, compassionate, and considerate
- People always remember how you made them feel
- People have long memories

# Fun

- We understand that there is life outside of work
- Life is about family and friends
- Life is about having fun and enjoying life
- Laughter and happiness is the essence of life
- We can have fun while we accomplish great things too

# Traits Summary

- Team
- Smart
- Professional
- Innovative
- Comfortable with change
- Passionate
- Do-ers
- Understand the mission
- Effective
- People-oriented
- Fun

What Can You Expect from  
Your Leadership?



# Service Oriented

- We understand that **YOU** are the core of the company's success
- We serve you
- We will clear your roadblocks
- Provide you with the resources you need

# Accessible

- Able to get a meeting, on the phone, and/or emails answered quickly
- No sense of an imposed hierarchy

# Open to Feedback

- We expect Nyla to constantly improve
- We expect ourselves as leaders to improve
- We need feedback, suggestions, and ideas on how we can make things better
- On all things
- Problems should come with solutions

# Seeking Diversity

- We want to build a team of people with different
  - Backgrounds
  - View points
  - Goals
  - Challenges
- Allows us to embrace diversity of thought, strengthen our intellectual capital
- Attract more talent

# Transparent

- We strive to be open and honest on all major decisions
- Answer 'why' something was done

# Improve

- We continually work to better ourselves
- Improve company practices and processes
- Course correct strategy
- Try new things and see what works and what doesn't

# Pay at Top of Market

- Our goal is to always pay in the top 95%+ of the market for positions
- Allows us to **attract** the best talent
- Allows us to **retain** the best talent
- **Bonus** fairly and consistently for performance and company growth