

ECO
CULTURE



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Respect, Integrity, Courage, Honesty, Excellence, Service



FREEDOM WITH RESPONSIBILITY

WHAT DOES IT MEAN TO BE “RESPONSIBLE” AT ECO?

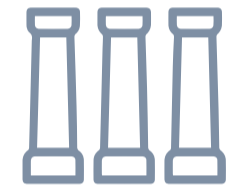
A responsible person at Eco does not need to be motivated as they are self-motivated. They don't need to be reminded about wins and performance goals as they are self-disciplined and deliver on their commitments. They don't wait to be told, they do. They have a bias towards action and sweat the details. They operate with an owner's mentality never comfortable with the phrase “that's not my job.” They thrive on freedom. They are worthy of freedom.

WHAT DOES IT MEAN TO HAVE “FREEDOM” AT ECO?

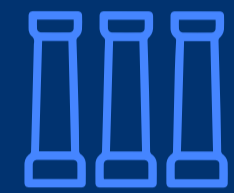
You have the freedom to determine how you achieve your performance goals. We covet personal judgment and have a natural aversion to “rule creep.” When more rules come in to a company strong personal judgment leaves.

You have unlimited vacation. No one is going to track the number of hours you work or the number of vacation days you take. Many companies publish entire manuals with elaborate policies to comply with. Eco does not. We offer 5 simple words “Act in Eco’s best interests.”

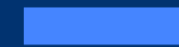
We thrive on this freedom and realize that freedom is not free. It comes with consistent high performance.



OUR PRINCIPLES

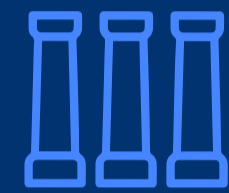


PRINCIPLE 1



We find our own value by helping others find theirs.

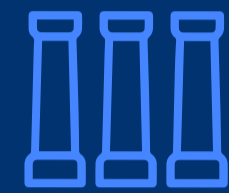
This is our North Star in the pursuit of meaningful relationships and meaningful work.



PRINCIPLE 2



We operate with High Standards while being Highly Supportive. The standards on performance are high and unbending. The support is active and ongoing.



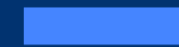
PRINCIPLE 3



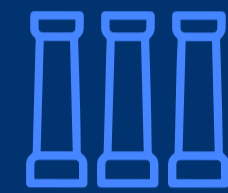
Winning isn't winning if it is at the sacrifice of our core values (See Section 3). RICHES is the foundation to all eco success. It is measured in how we treat each other and how we treat our customers and our community.



PRINCIPLE 4



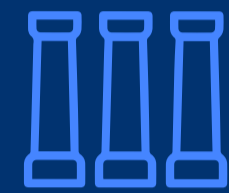
Kitchen talk is how we communicate. There are no pretenses, facades, or fronting. You are either honest and upfront or someone draws you out until you reach a place of honesty.



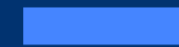
PRINCIPLE 5



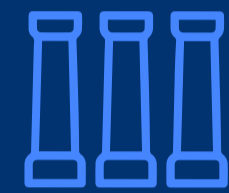
It's all personal—not just business. We are passionate people who truly personalize the success of our teammates and the success of our customers.



PRINCIPLE 6



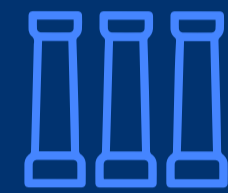
Customers are better editors than they are creators. It is our responsibility to always start with a compelling point of view for our customers to react to.



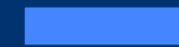
PRINCIPLE 7



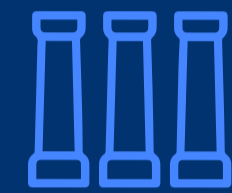
We focus on essentialism in our goal-setting and execution. We deliver on the vital few things which yield overwhelming benefit and return.



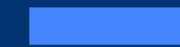
PRINCIPLE 8



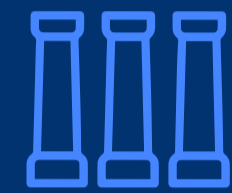
When setting Commit and Stretch Goals we operate under the fundamental law of nature that you get stronger by doing tough things.



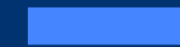
PRINCIPLE 9



We operate with productive paranoia in how we think about our customers and how we operate our business. We constantly search out and mitigate risks.



PRINCIPLE 10



When evaluating whether to hire a particular candidate we ask a simple question—does this person raise the bar on our existing standards around performance and our values?

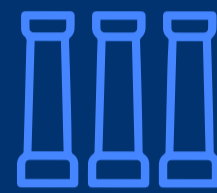


PRINCIPLE 11

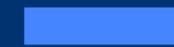


It is Ok to make mistakes.

It is unacceptable not to learn from them.



PRINCIPLE 12



When making decisions the best ideas backed with logic and evidence win. Once the decision has been made, everyone gets behind it regardless of your prior position.



PRINCIPLE 13



If Commit Goals are not met consistently we will look to reassign the team member to a new role in or outside of the company.



PRINCIPLE 14



We have a relentless curiosity in how we work constantly seeking to learn and improve on our performance and impact via 5-Why analysis.



PRINCIPLE 15



Simple is not simple.

It takes hard work to refine our communication,
our design, our UI to deliver what we call
“elegant simplicity.”



OUR VALUES: RICHES



RICHES: RESPECT



We seek out the opinions of others.

We take the time to truly understand the customer needs.

We respond to internal or external requests same-day.

We value each other's time and take time to appreciate the
work each of us does.



RICHES: INTEGRITY



We do what we say.

We are disciplined and follow through on our commitments.

We strive to do what's right.



RICHERS: COURAGE



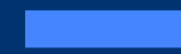
We challenge the status quo.

We hold each other accountable.

We stretch in our own professional development.



RICHES: HONESTY



We communicate honestly, openly, and effectively.

We conduct candid self-assessments on our performance.

We provide the important information in addition to the requested information.



RICHES: EXCELLENCE



We produce superior quality work.

We are proactive and act with urgency to deliver results.

We are empowered, take risks, and learn from our experiences.

We measure success by our results, not our deliverables.



RICHES: SERVICE

We go above and beyond to help our teammates and our customers.

We offer our talents and time to help others in the community.