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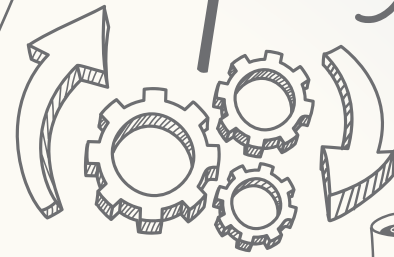
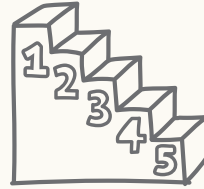
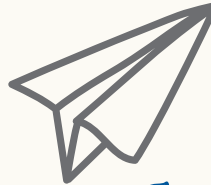
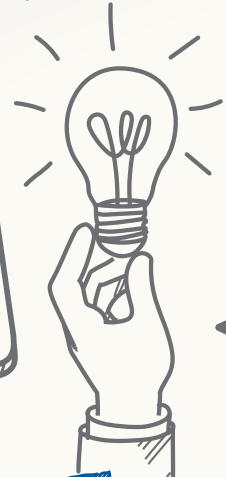
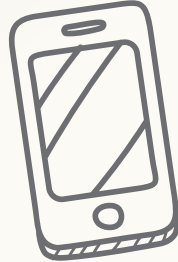
Idea

success

Ephlux

Value Book

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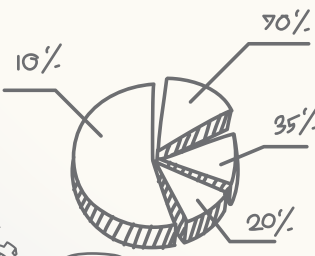
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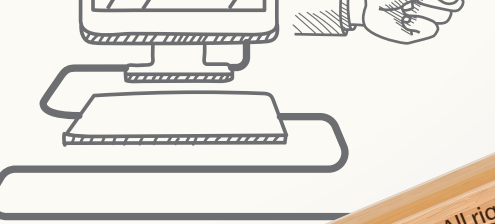
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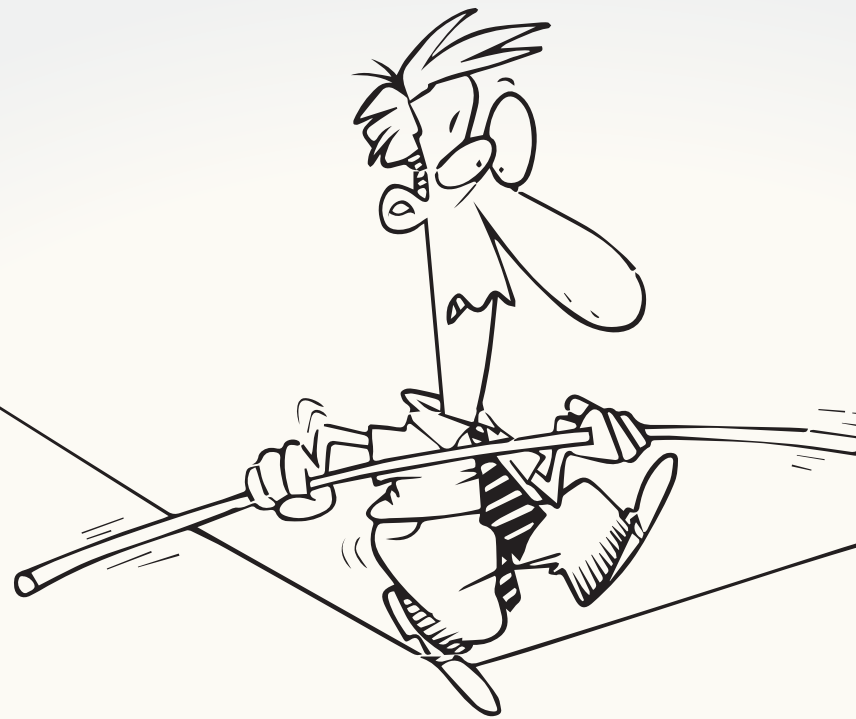


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management





# What are Values?

We all have values. Our values aren't imposed on us by the outside world. They are deep within us. They are "must haves" in our lives that make us come alive, feel connected and content.

Think of it as a moral compass which directs you towards the right direction in your life.

Our values play out in our lives, regardless of if we have ever taken the time to name them. They play out when our behaviors are aligned with them and we feel great joy. And they play out when our behaviors are incongruent and we experience great suffering.

The more you're aware of what is really important to you, the more you will be naturally be directed to behaviors, people, tools and experiences that are in alignment with your values. The amazing thing about focusing on honoring values is that the impossible becomes possible.

We have made great effort to identify our core values to help us attract the right people, reward great performance and make good decisions.

As a member of the Ephlux team. Please take time to orient yourselves with these values and internalize them. You will hear about them time and again and you will live by them.



# A Bias for **Action**

At Ephlux the mantra is “Can do” or:  
stop the talk, start the do.

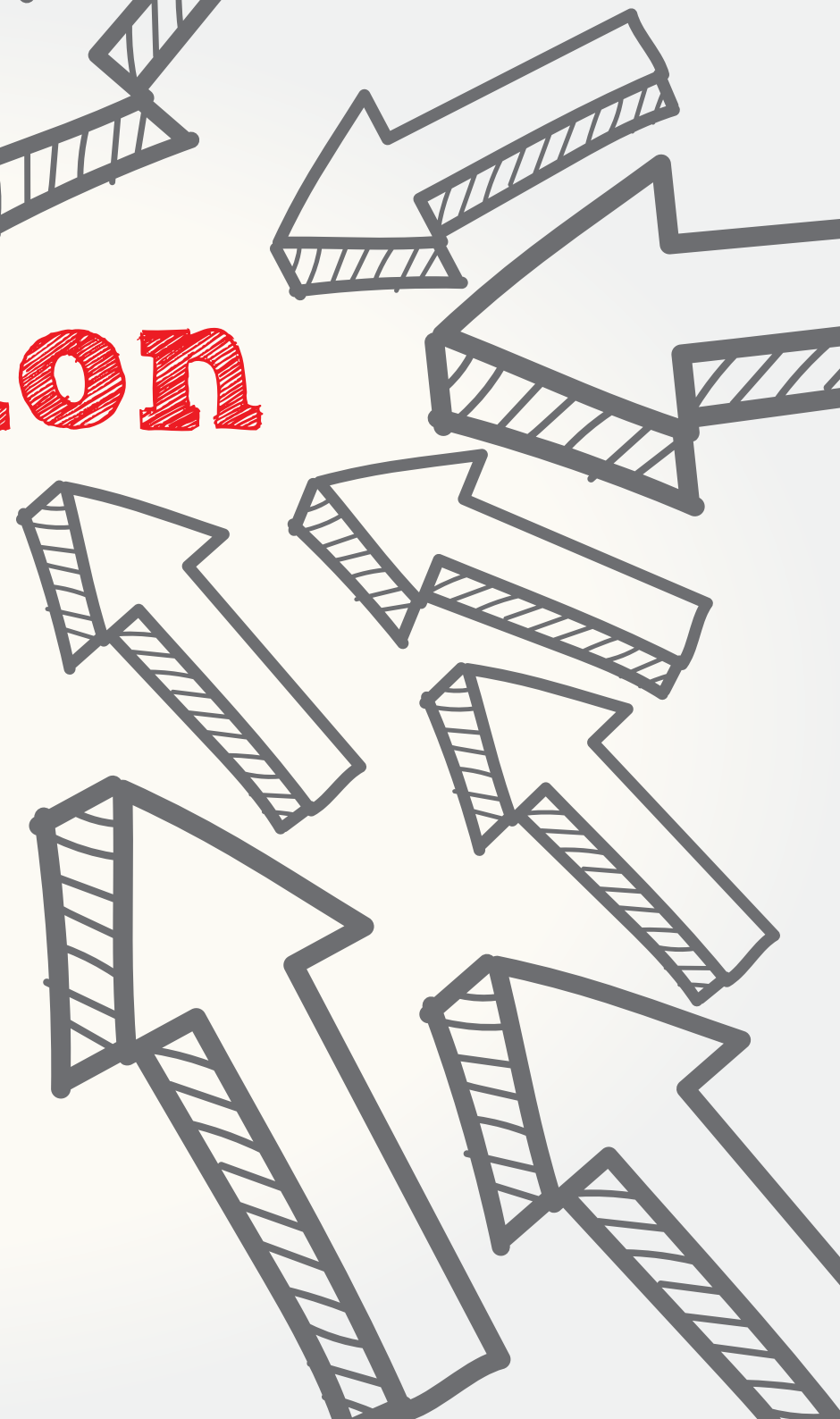
The foremost attitude we value is the energy and enthusiasm for execution. Instead of trying to figure out the best way to do something and sticking to it; we just try out an approach and get it done.

Does that mean we thrive in acting from day one? Yes we do.  
But it also means we understand the details and want them all to be finely tuned and executed with precision.

Does that mean we celebrate the obstacles overcome? Yes we do.  
But it also means we obsess on ‘Things Gone Right’.

There are no barriers at Ephlux and if you need something to get your work done then don’t wait for stars to align or someone to give you that freedom.

Go and demand freedom and co-operation from any level in the company.



# Create a Wow!!

At Ephlux, excellence is a daily aspiration/ way of life. We aim to WOW our customers, co-workers, partners and investors.

What exactly is WOW? It is that feeling you get when you experience something awesome – out of the ordinary. It means to relentlessly pursue no less than excellence in all we do, in tough times even more than in times of economic good health. It means doing something which not only surpasses expectations but something which evokes an emotional response. We believe that everything we do should create such a feeling.

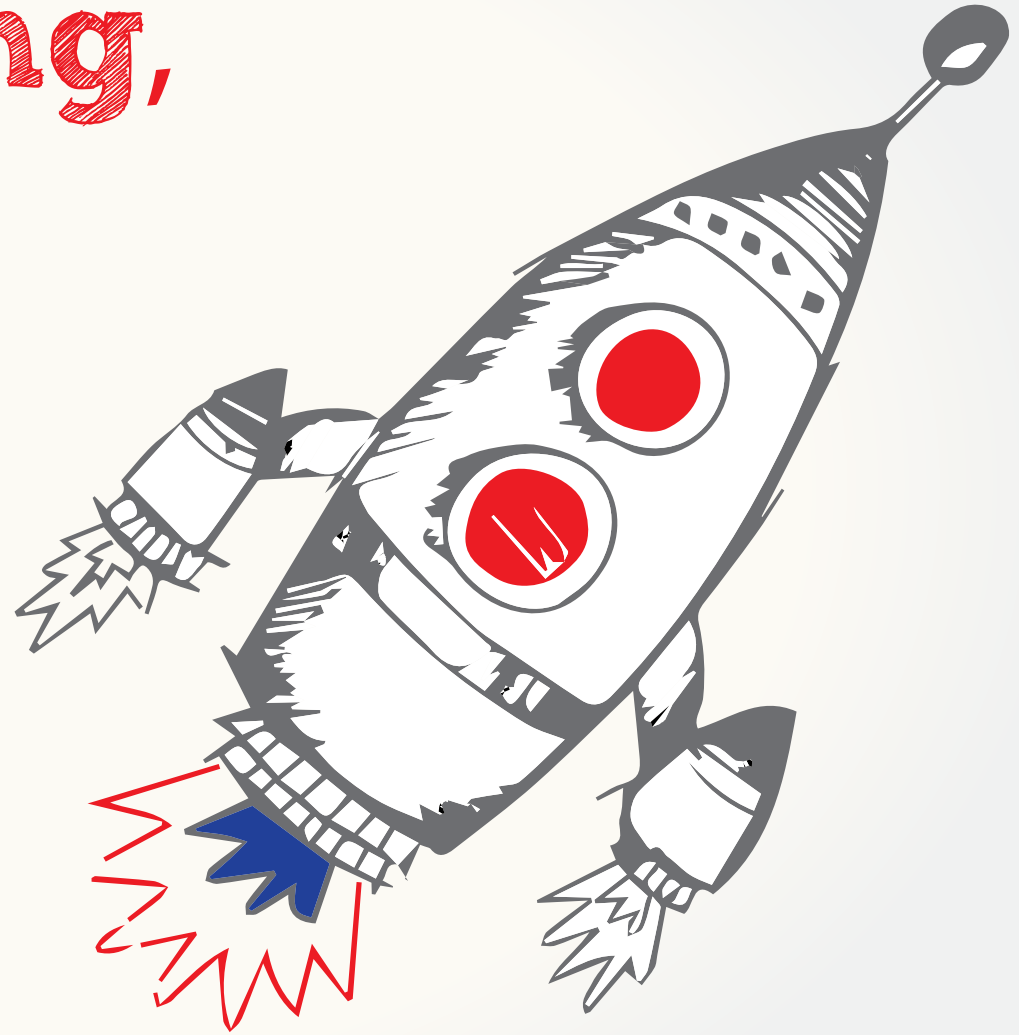
Ephlux is a service oriented company and we expect every employee to deliver WOW with service and experience. Every time. Period.





# Be Enterprising, Imaginative and Original

At Ephlux, we want people committed to pursuit of novel and disruptive ideas and equally committed to flawless and timely execution. Those who desire new challenges and will rise to meet them head up and mind open.





We think it is important for people to exhibit these five traits:

### Curiosity

feed your mind with new information. Ask creative questions of yourself and others. Regularly, Constantly!

### Openness

Open yourself to different perspectives, different ways of looking at the world. Openness to other people; be it your team mates or outsiders, when they bring you their ideas is very critical to the process of being able to move your ideas forward.

### Willingness to take risk

You have got to be willing to step off into the darkness and know that you don't know how it's all going to turn out.

Energy: You have to have a real drive and compulsive vigor to make your ideas successful.

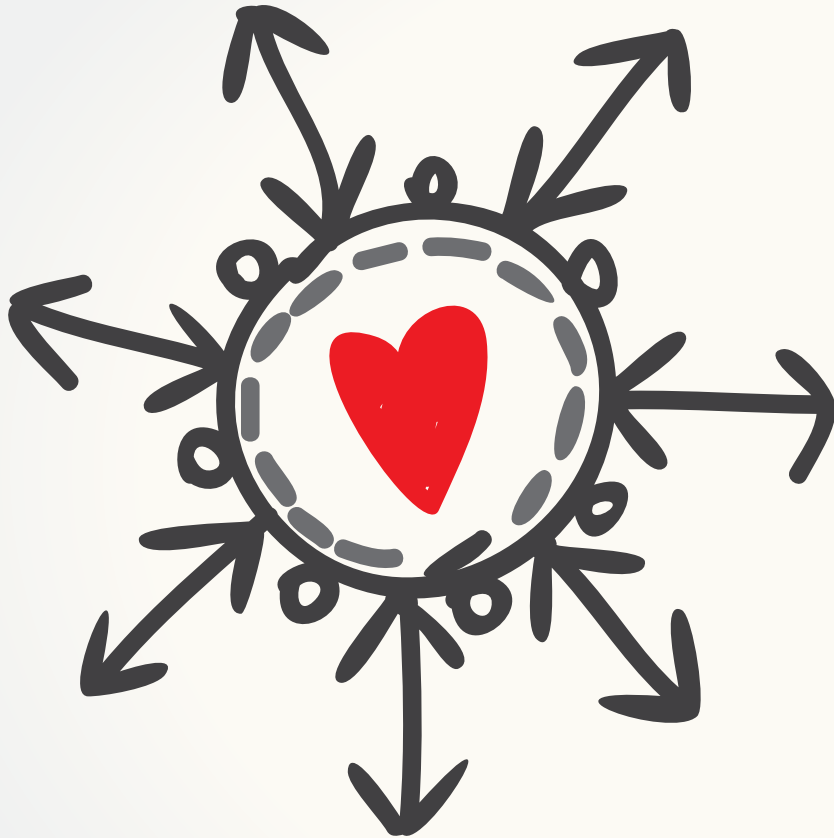
### Explore beyond your current box

Your ability to increase that box over time can really fuel your ability to come up with great ideas. You need to believe impossible things diligently.

### Don't be afraid to try new things

Take on new challenges with your co-workers. Expose yourself to ideas. Listen to new genres of music. Do things a little differently every time. Explore new ways to do same things. Don't be afraid to break a few rules to learn new things. You can always take a little more risk, be a little more curious.

# Passion and Resilience

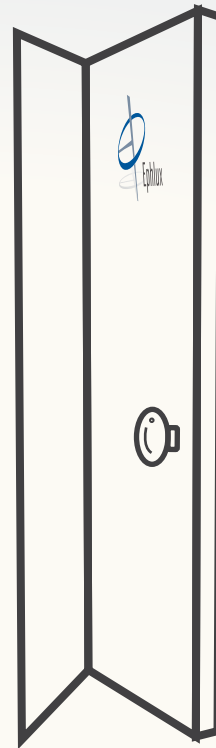
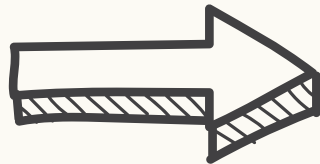
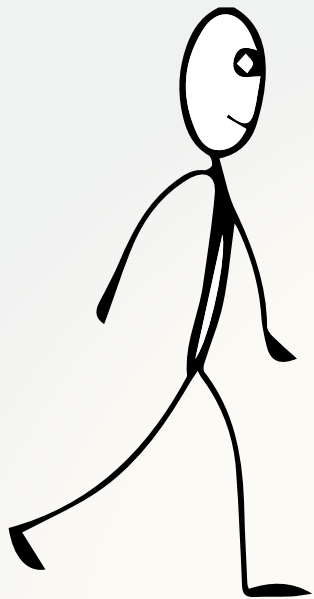


## Needed in 100% of employees: Resilience and Zeal

Passion and determination are contagious. Ephlux is a growing organization and that means challenges: that may seem never-ending, risky and confusing. You may feel overwhelmed. But here is where you have got to show your grit. You have got to throw yourself headlong as well as those around you, to relentlessly pursue your objectives. A vision that focuses on a novel pursuit, which goes beyond the daily hum-drum, is a great motivator. Work for that vision.

Building great software is an art, not a science. You can learn all the technicalities of software development, but you need to be absolutely passionate about to become good at it.

Feed your passion for excellence. Challenge and stretch yourself. Put in effort each and every day to take you to that next level. Be relentless! Be on the offense!



# An Appetite for ~~Improvement~~ Change

## We thrive on change.

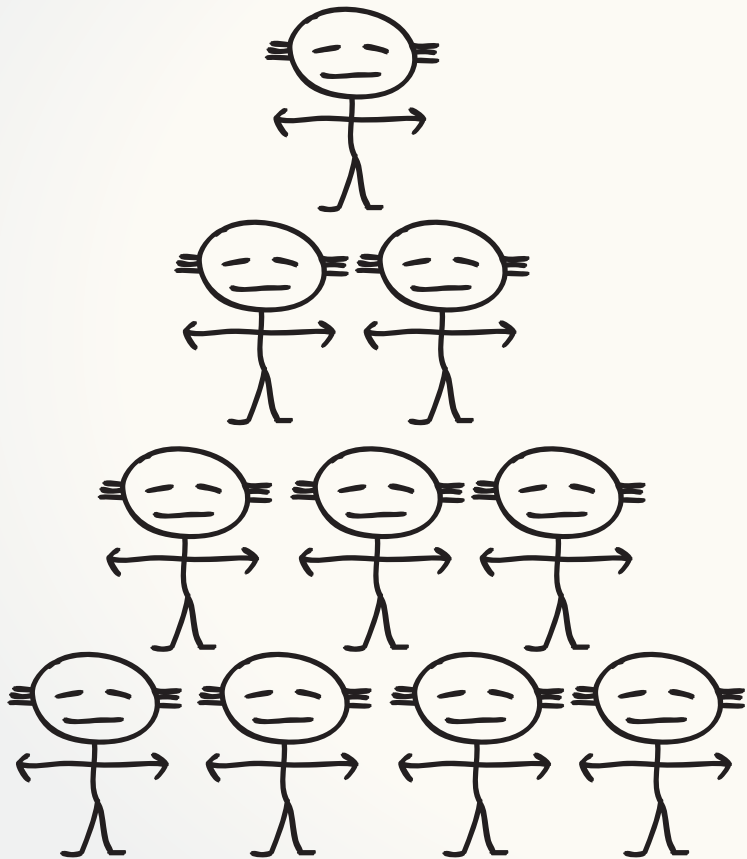
Making continuous improvement is everybody's business. Take a stand and influence change.

Don't resist new ideas, technologies, policies, people or workflows. The tools and tech you are using today will be very different than one's you will be using tomorrow.

Trace back and understand the ideas and the sense of confidence and innovation that made you great in the first place. Then rediscover it, reinterpret it and use it to build a new future. Never accept or become too comfortable with status quo. No one can copy our culture, our people or our service as long as we keep evolving together.



# Build a Positive Team Spirit



None of us is as good as all of us.

If you've learned something then make sure you've educated 10 people in the team. Your colleagues are your partners in crime and adventure. Help them when they are in a tough spot. Don't be a lone wolf. Help out weaker and junior people in your team. We are where we are because of contributions from various individuals. Give back to your team and it will come around in another form.

The best team players have a positive influence on one another, take initiatives for the team and organization and strive for a healthy competitive culture.

Brand You is equally part distinction and matchless team player.

# Accountability and Responsibility



You are responsible for where you are today and where you will be 5 years from now. You are responsible and accountable for every project you undertake.

Ephlux believes in giving opportunity, helping you figure out your goals and giving the resources. But ultimately it is your own decision. You are responsible for where you are today and where you will be 5 years from now. You are responsible and accountable for every project you undertake. Don't blame it on your stars, client, manager or co-worker. Excellent people don't make excuses.

If you don't have a goal, if you don't see yourself as improving, you're not going to make it here. Simply, because you're going to let down not only yourself but all your fellow co-workers.

Take ownership and feel that you can make a difference. It will keep you self-aware, accountable, clear about the situation you are in and how to work on it in the future.

Blame nobody. Do something.

# Communicate Quickly, Openly and Honestly

Ephlux has always been an informal organization: information should flow freely and quickly. Don't ever underestimate the importance of acknowledging/replying to emails for that cross-functional integration, or simply getting your work done.

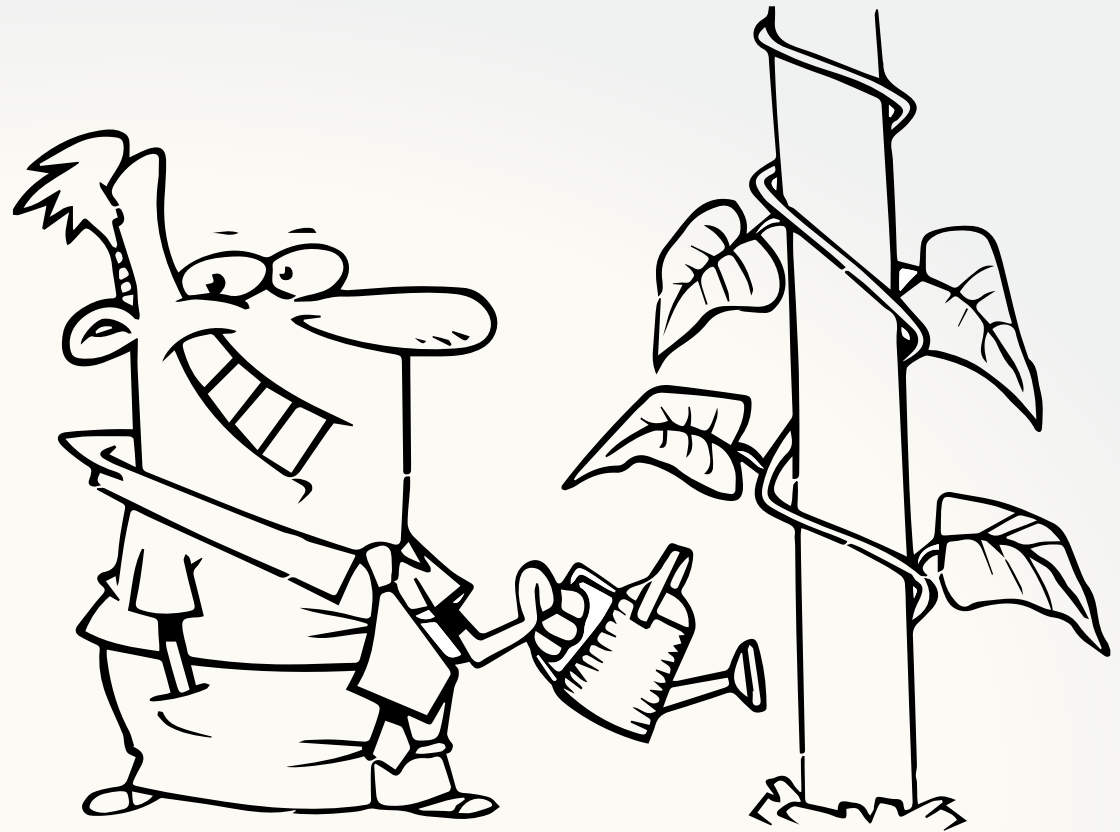
Always be honest in your communication. If you've made a mistake, admit it. If you feel someone else made a mistake then you owe it to that person to inform them. Be open about your strengths, flaws and shortcomings. Ask your co-workers for help and you'll be amazed how many people want to see you grow and succeed.

And most pivotal: have the Listening attitude. You will be surprised at how interesting some of the stuff people say is- use it to expand your knowledge base and apply it to exceed your customer's or team's expectations.



# Pursue Learning and Growth

Work on yourself: observe, act, make mistakes, revel in the confusion and do it all over again.



Learning is the ultimate accomplishment of every human being. You must be totally committed to growth/ learning. Treat learning new stuff each and every day as a sacred ritual. Work on yourself: observe, act, make mistakes, revel in the confusion and do it all over again. Pursue excellence by cultivating long-term personal (and team) engagement, learning and continuous development.

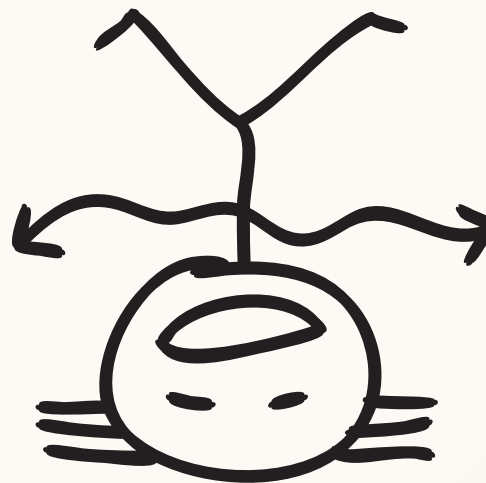
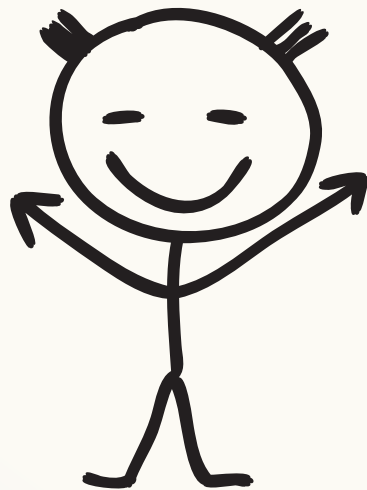
Yes, we are responsible for each other's mentoring and growth. Learning is a social activity. Share your knowledge with others and you will see it develop into piece de resistance. Believe that each one of us and every outsider has something worthy to teach us.

It's a lifelong commitment and the best time to start is now!

# Live the Moment, Be Yourself

Perhaps the most important trait for every Ephlux employee is to have as much fun as possible and to express their sense of individuality. Whether it's writing code or playing games, it is an absolute requirement that you have fun.

The last thing we need is boring people.







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