

A white line-art icon of a paper airplane, positioned at the end of a dashed white line that curves from the left edge of the slide towards the center.

The Crayon Box of Values

Crayon Data

A decorative dashed line in the top-left corner of the slide, forming a loose, looping shape.

The values mentioned in this document
are meant to be lived, not just read.

DISCLAIMER

The style of this document is inspired by the HubSpot and Netflix culture codes, both of which are fantastically brilliant and worth a read themselves.

Netflix: https://igormroz.com/documents/netflix_culture.pdf

HubSpot: <https://cdn2.hubspot.net/hub/216938/file-24940534-pdf/docs/culturecode-v7-130320111259-phpapp02.pdf>

However, the values themselves, are uniquely Crayon.

The beauty of the world lies in the
diversity of its people.



“

We could learn a lot from **crayons**;
some are sharp, some are pretty,
some are dull, others bright,
but they all **live together** in the same
box.

- Robert Fulghum

Crayon

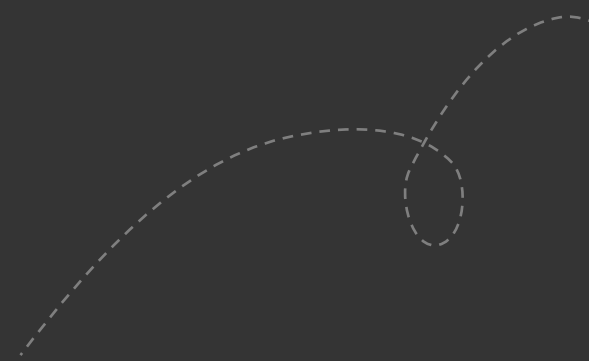
[krei·uhn]

The **simplest tool** for most humans
to first **express themselves** in the world.

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However, without data, the world is just a
place full of people with opinions.

And so,
Crayon aspires to make the
data that permeates the world around
us,
simple and easy to understand.

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Crayon Data

[krei·uhn dey·tuh]

The simplest* tool (or platform)
for humans to make sense of the data
that drives the world around them.

* patent pending

** pending in the sense that we haven't applied for it yet. Nor are we planning to.

Crayon Data

[krei·uhn dey·tuh]

This is what
Crayon Data does



The simplest* tool (or platform)
for humans to make sense of the data
that drives the world around them.

* patent pending

** pending in the sense that we haven't applied for it yet. Nor are we planning to.

But **WHO** is Crayon Data?

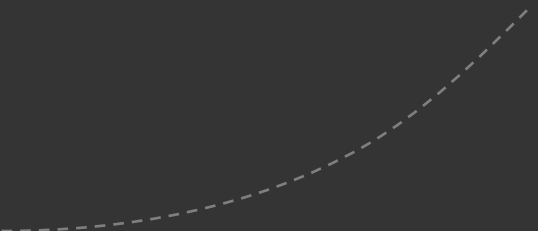
A decorative dashed line graphic that starts from the bottom left, loops upwards and to the right, and then curves back towards the left, ending near the word 'WHO'.

“

The real competitive advantage
any business has is its people.

- Kamil Toume

Today, jobs aren't just a pay-check.
Over a third of your life will be spent at work.

A decorative dashed line that starts from the left edge of the slide and curves upwards towards the text.

Why would you spend that time
at a place that doesn't make you happy?



should

Why ~~would~~ you spend that time
at a place that doesn't make you happy?

So what makes someone happy?

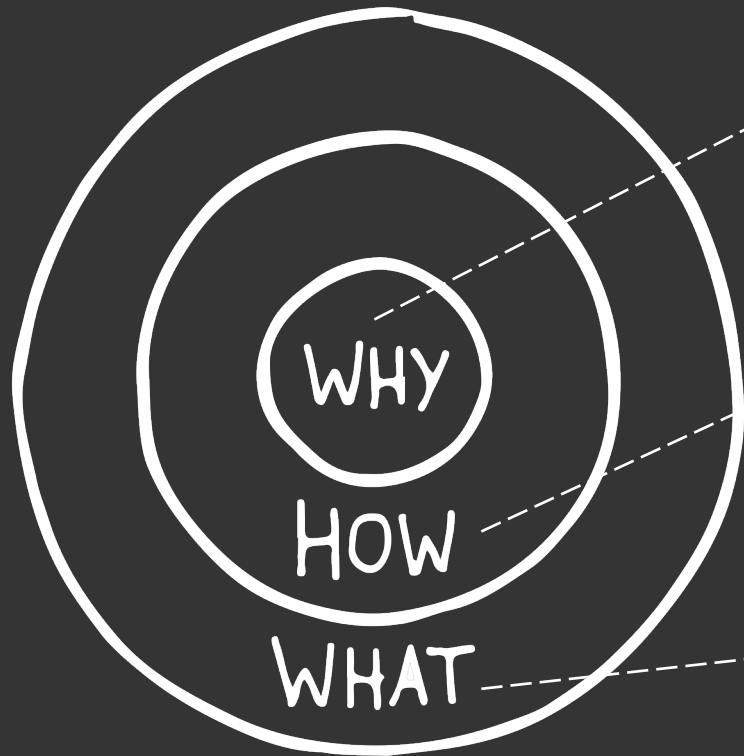


Purpose.

What is Crayon's purpose?



Crayon's raison d'être



Why do we do what we do?

We believe that data is meant to serve the human spirit, not rule it.

How do we do what we do?

We do this by making it simple for everyone to see, touch and use the information that will make a difference to our lives.

What do we actually do?

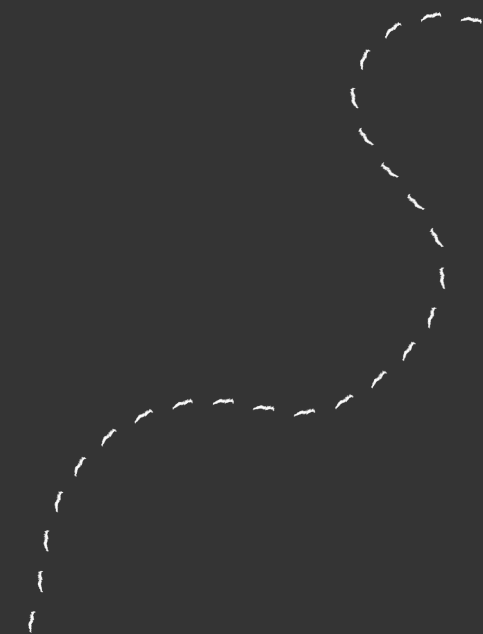
We create solutions that use data and AI to illuminate and simplify every aspect of your existence.

We handle data. With art. With heart.



Okay guys.
Purpose delivered.
Go find happiness.
Show's over.

Fin.



A long, thin, dashed white line that meanders across the slide, starting from the left edge, curving up and then down, passing behind the text, and ending on the right edge.

If only it were that easy.

Purpose lends a person happiness.


Culture

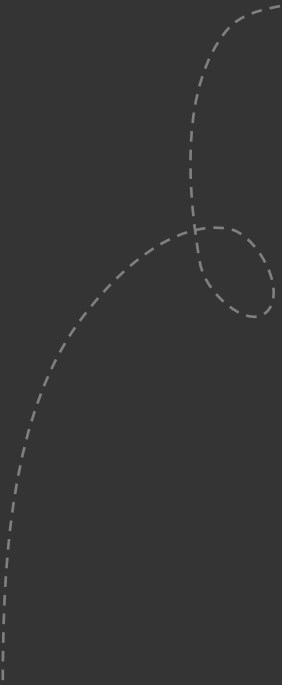
+

Purpose lends a person happiness **at**
work.

Every workplace has a culture,
whether built by intent, or not.

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And once created,  a culture is hard to break out of.

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And so, we present:
the **Crayon Box of Values.**

A **set of values** we believe in,
that we hope **shape our culture.**

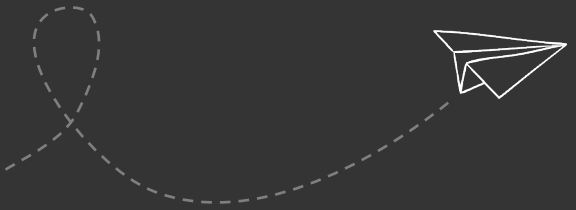
And so, we present:
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that we hope **shape our culture.**



We are only what you make of us.
These beliefs capture
what we hope you choose to make of us.

Our Company Values



The mission is the boss



Responsibility with freedom



Get **shit** done



Be the benchmark



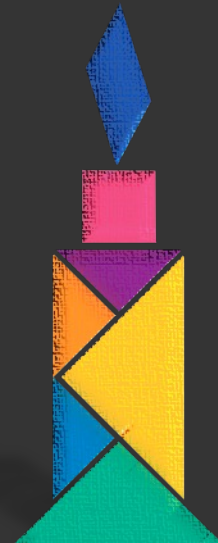
Practice constructive candour

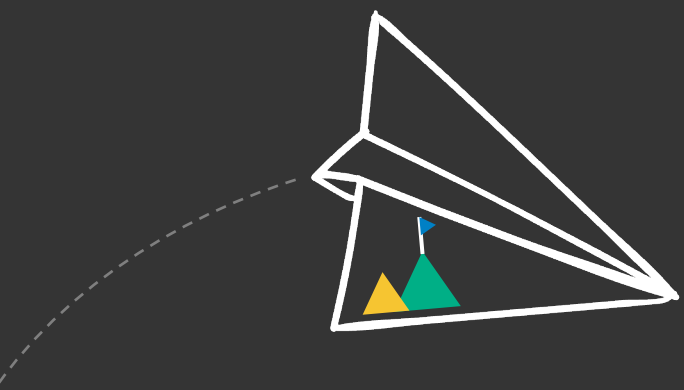


Think data, craft experiences

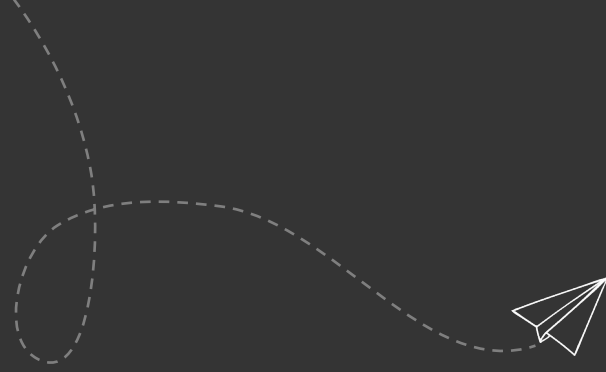


Simplicity is sophistication



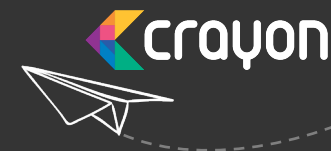


The mission is the boss



The mission is the boss

We operate with something called “contextual hierarchy”.
Simply put, this means that the best Crayon for the job gets to lead.



The mission is the boss

Disagree* with whoever you want, whenever you want,
if that's what's best for the company's mission.
Because no one pulls rank in a discussion.

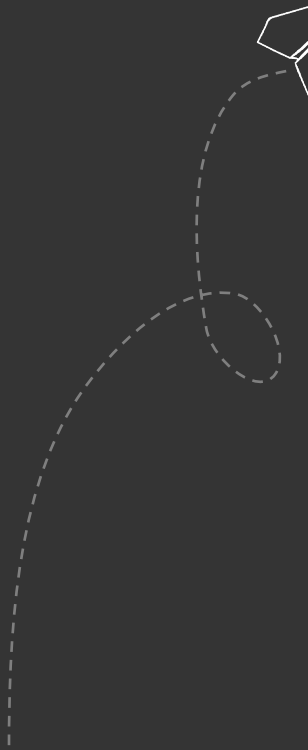
*But bear in mind to be constructively candid. More on that later.

The mission is the boss

So...

Expertise is more important than hierarchy.

And succeeding at the mission is more important than anything else.

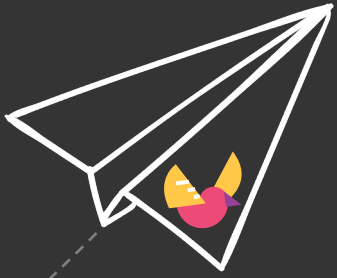




The mission is the boss

Your mission, to make choices simpler, is your ultimate boss*.

*Let's be clear about one thing though. You do have a boss.
But the organisation's interests trump your boss' and yours.

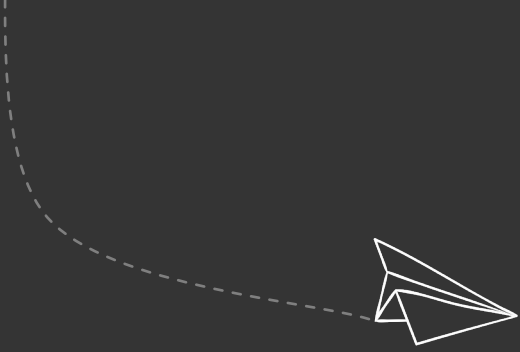


Responsibility with freedom

“

With great freedom
comes great responsibility.

Uncle Ben, Spiderman
(paraphrased)



Responsibility with freedom

You have the freedom to ask uncomfortable questions,
and challenge the status quo.

You have the freedom to try new things, to fail,
and to tread uncharted waters.

Responsibility with freedom

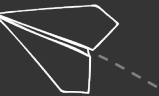
But we expect you to be responsible with this freedom.

What being responsible means: Stick to timelines. Be honest and transparent about your progress. Don't overpromise.

AND
DELIVER RESULTS!

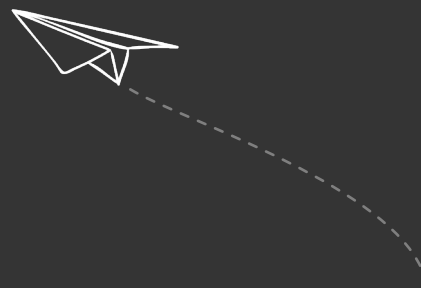
Responsibility with freedom

Results delivered = Freedom points earned



Responsibility with freedom

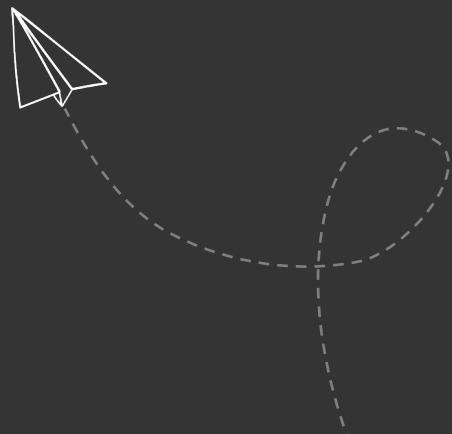
If you want to emulate the people around you,
don't emulate their liberties.
Emulate the behaviour that earned them those liberties.

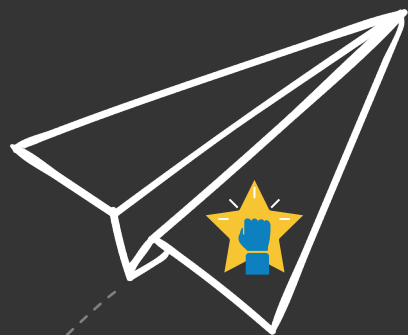




Responsibility with freedom

Own the result, and earn the right to self-manage





Get shit done



Get shit done

We deal with consumer behaviour, which is ever changing.

There's no way to be 100% certain about something.
So, when you know you're 80% ready, start running.

Get shit done

This also means that you look beyond yourself, even your team,
if that's what the task at hand needs.

Do whatever it takes to GET IT DONE.

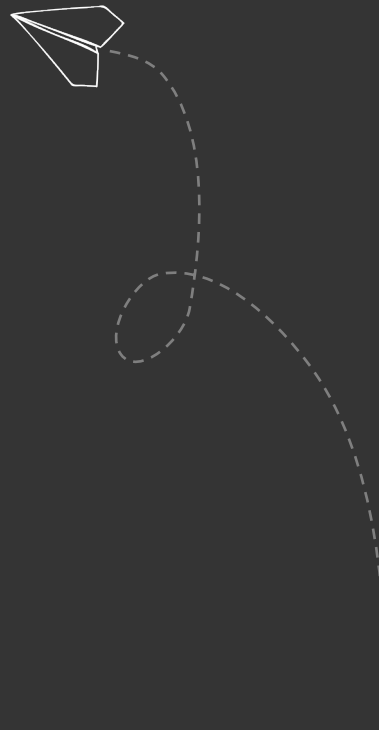
It's okay to fail*, as long as you learn and improve**.

*Remember, it's your freedom...

**...and your responsibility.

HOWEVER

Just wanting to act does NOT mean acting without forethought.
Execution without strategy is just called guess-work.



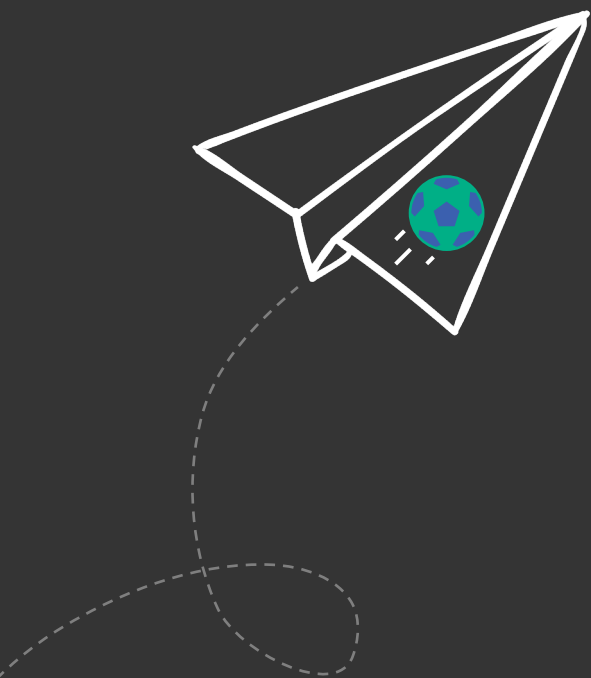


Get shit done

Think deeply, but act quickly.



Be the benchmark





Be the benchmark

We don't do "*good enough*" at Crayon.

Don't adhere to someone else's legacy.
Build your own.

“

There is no finish line.

Nike



Be the benchmark

So be a sponge.

Immerse yourself in your field of expertise*.

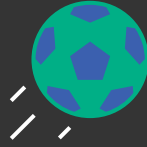
Talk to experts, understand different perspectives and ask questions.

But don't stop there.

See how you can become an expert yourself.

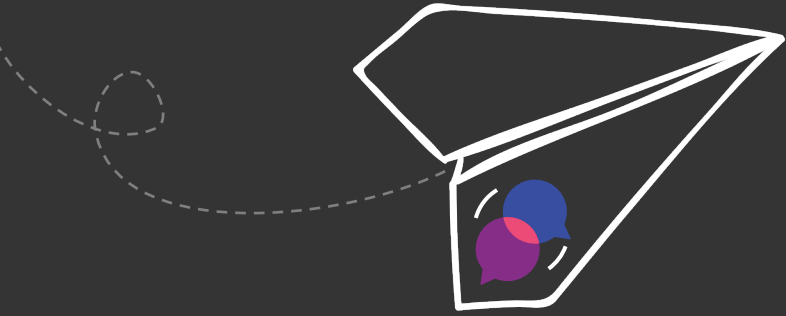
After all, that's what our clients expect of us and you.

*But remember, don't take forever, you still need to get shit done!



Be the benchmark

Because “good enough”, isn’t good enough.



Practice constructive candour

A white line-art icon of a paper airplane, positioned at the end of a dashed white curved line that starts from the top center of the slide.

Practice constructive candour

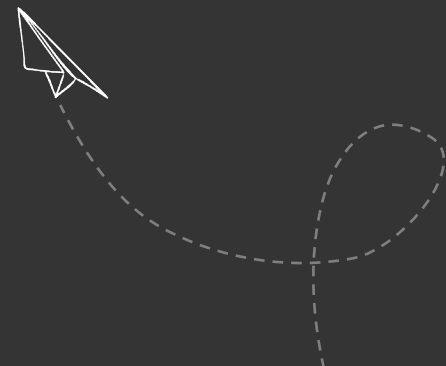
We, as an organisation, are honest, transparent, frank,
and direct about everything we do.

We expect you to be the same with your boss, your team, and us.

Practice constructive candour

Candour invites a two-way conversation.
It means to share your perspective and invite the other person to do the same.

Instead of saying - *“Here’s what I think.”*
Try - *“Here’s what I think, what about you?”*



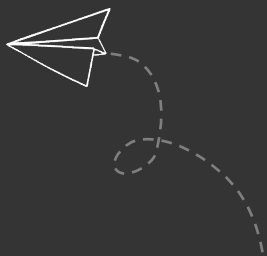
Practice constructive candour

Always give feedback with the intent being to help the person grow or solve a problem

Have a sense of empathy for the individual you're being candid with.

BE. CONSTRUCTIVE.

Rudeness is NOT honesty.





Practice constructive candour

When offering feedback:

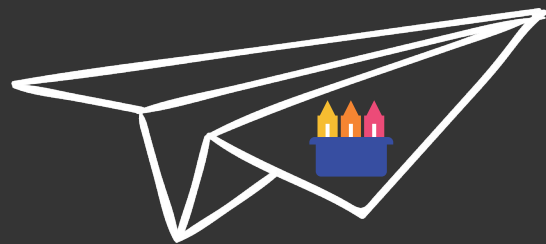
Be honest. Be transparent. Be considerate.

When receiving feedback:

Be open-minded. Be objective. Be receptive.



Think data, craft experiences



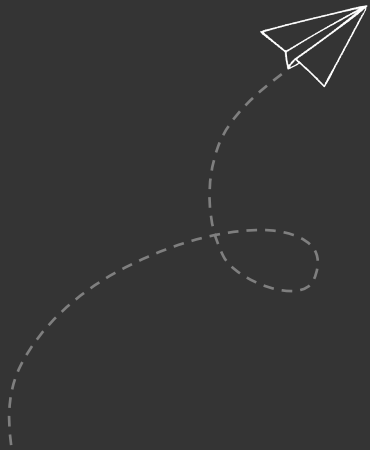
The how



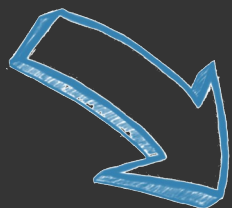
The why



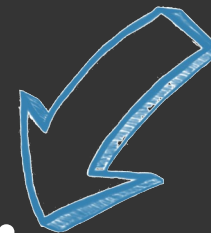
Think data, craft experiences



The how

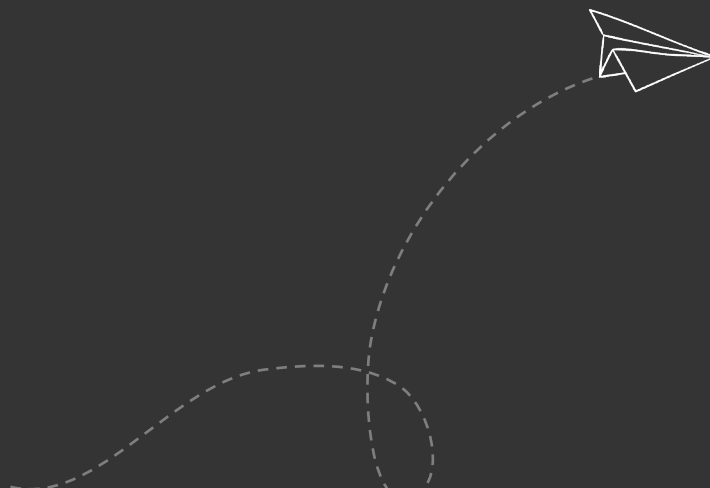


The why



Think data, craft experiences

Don't mistake how we do something for why we do it.



“

Data! Data! Data!
I cannot make bricks without clay!

Sherlock Holmes

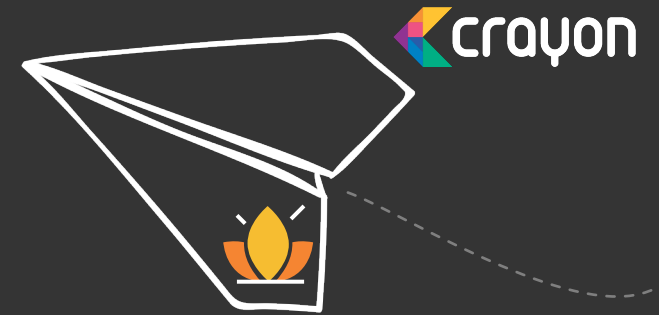


Think data, craft experiences

Data is the clay.
The insights, the bricks.
The experience, the house.

Focus on the clay and the bricks,
But never forget that it's a house you want to build at the end of it.





Simplicity is sophistication



We didn't think it'd take an Einstein to figure this one out.

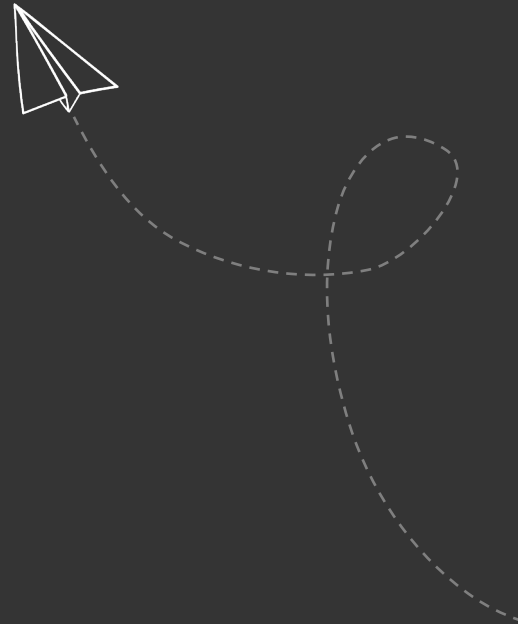
But...

“

If you can't explain it simply,
you don't understand it well enough.

Albert Einstein

Do NOT confuse simplicity with lack of complexity.
Rather, simplicity refers to clarity of thought.



What we deliver is a customer experience.
And that must be a simple journey.

Whatever it is you do to get there,
may involve a lot of complexity.

No matter how complex the input is,
the output must always be *12-year-old-annoying-nephew-proof.



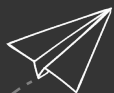
* Ideally, the output needs to be client and investor proof.
But prove it for your 12 year old nephew, that outta cover it!



Simplicity is sophistication

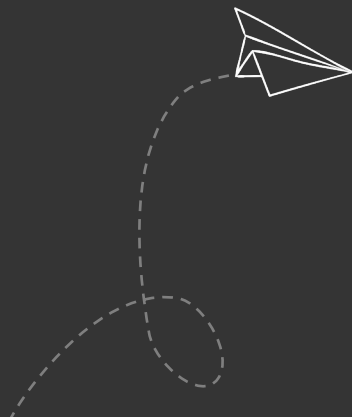
Remember our mission.
To simplify people's choices (read: lives).

Well, those people include your team, your boss,
your client, your consumer...and you.

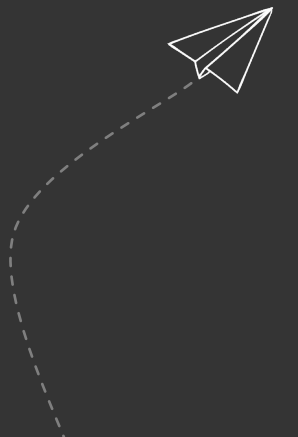


We're putting this value in action, by not over-explaining it.

Remember, less is more.



That covers what we value in ourselves...



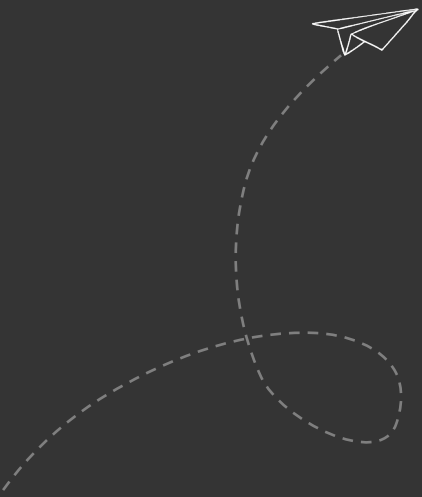


But what do we value in people?

Your being skilled and talented isn't a value.
It's a necessity.

It makes you a capable employee, but not a valued one.

And we're looking for valuable people.
Being skilled enough doesn't cut it.



What this means:

If you're unbelievably skilled at your job,
but find it difficult to embody our values,
your cost to the team and the company is simply too high.



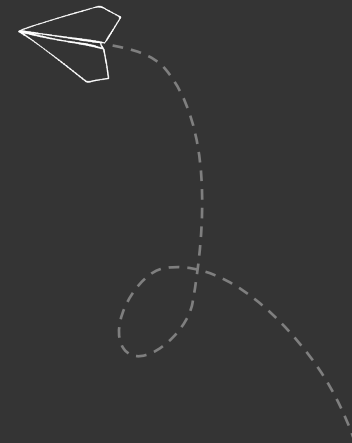


What that means, candidly:

We don't have room for jerks*.
Nor are we planning on making any.

*We also don't want lazy people or "managers" (people who just want to direct others and not get their hands dirty).

Now, values we value in people include...





Our People Values

Detailed in planning
Reliable in execution

How we work^{}*

Respectful in intention
Team first in thinking

How we interact^{}*

Bold in ambition
Curious in creation
Self-motivated in action

*How we are personally^{**}*

^{*}The minimum we expect

^{**}What sets true Crayons apart

Detailed in planning



We're a data company.
We can't NOT be detail oriented!

A good plan is half the battle won.
And a plan is only as good as its details.

Remember.
The devil is in the details.
So is the magic.

And if either of them is hiding in there,
we need you to find it.



We need to know that the company,
your seniors and your team, can safely
and blindly depend on you.

Reliability means making a commitment
and sticking to it.

Communicate delays proactively.
Give reasons for it.

Trustworthiness and reliability
are qualities all relationships are built
on.

Every Hallmark card can't be wrong.

Reliable in execution

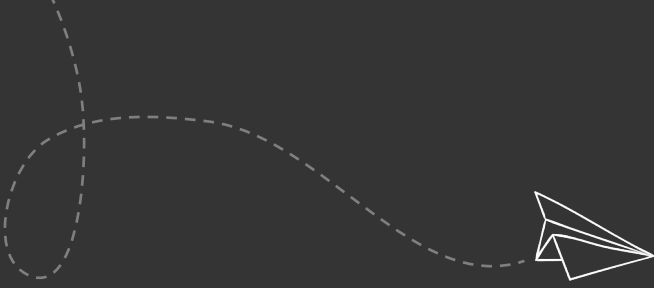
Respectful in intention



In an organisation, you might not “like” everyone. And not everyone may be your biggest fan.

However, it is critical for us to respect that everyone is there to do a job. And they probably bring a perspective we might not have.

Respect for one another is at the core of our organisation, our not-so-secret ingredient, if you will.

A white line-art illustration of a paper airplane in flight, with a dashed line showing its curved path from the top left towards the center of the slide.

Team first in thinking

None of us is as smart as all of us.

The more minds that come together to create something, the surer we can be that the output has stood the test of fresh perspectives.

And a player who makes the team great is more valuable than a great player.

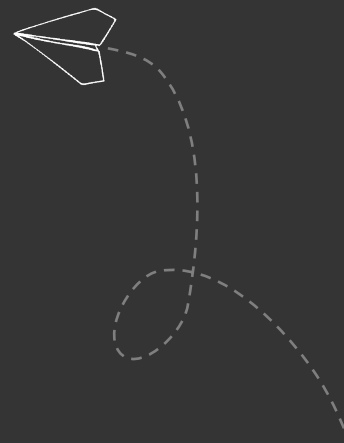
Bold in ambition

Whether you want to be on the stage or behind it, is completely your call.

What we don't want is for you to want to be a spectator.

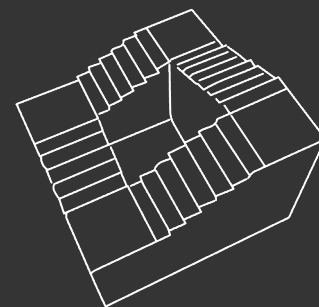
Because our mission is an ambitious one.

We want that stage.
And we need you to want it too.



Curious in creation

We're looking to change the very shape of the box everyone wants to be thinking outside of.



Hence, we need people who live outside of that box (mentally) and occasionally drop in to get work done.

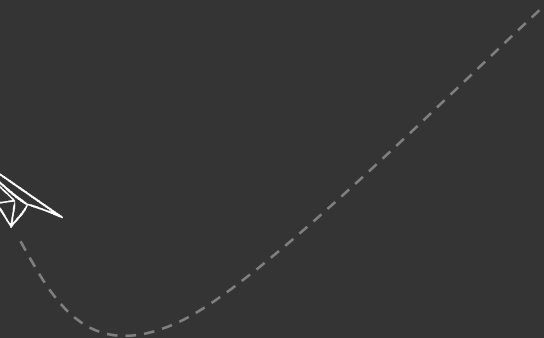
Self-motivated in action

Skill is easy to find.

Drive? Not as much.

If you see something that needs to be done,
don't wait for someone to tell you to do it.

Just Nike it.





Now.

Just in case we've lost you a little
and you've ended up skimming through some of this
SUPER IMPORTANT STUFF....

Here's a quick cheatsheet on the super SUPER important stuff.

Our Company Values



The mission is the boss



Responsibility with freedom



Get **shit** done



Be the benchmark



Practice constructive candour



Think data, craft experiences



Simplicity is sophistication





Our People Values



Detailed in planning
Reliable in execution

How we work^{}*

Respectful in intention
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*How we are personally^{**}*

^{*}The minimum we expect

^{**}What sets true Crayons apart



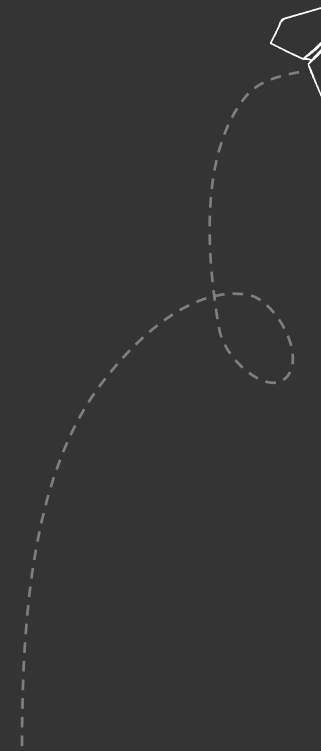


And yes, we know, what you're thinking;
this is a lot of talk about values.

But here's the thing - we walk the talk.

These values are constantly in-action
through people who get rewarded.

And the most valuable Crayons
are the ones trusted with the most responsibility.




A simple white line drawing of a paper airplane, positioned on the left side of the slide.

After all...

“

We don't just want employees.
We want to build leaders.

- Every employee handbook EVER.

A white line-art icon of a paper airplane flying upwards and to the right, with a dashed line indicating its curved path.


So you've probably already put this together,
but what we're trying to say is...

The more you embody these values?
The more valuable you become as an employee and team
member,
the more responsibility you're entrusted with, and
the better you become as a leader.


Basically, this document is like a guide to becoming an irreplaceable employee and leader.
Study up.

And what makes a good leader,
according to us?



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We think good leaders
build their team's capabilities
to the point of their own redundancy.

A decorative dashed white line in the top-left corner of the slide, forming a loose, swirling shape.

Counter-productive? Counter-intuitive?
Not really.

This just frees up the leader to be
promoted further.

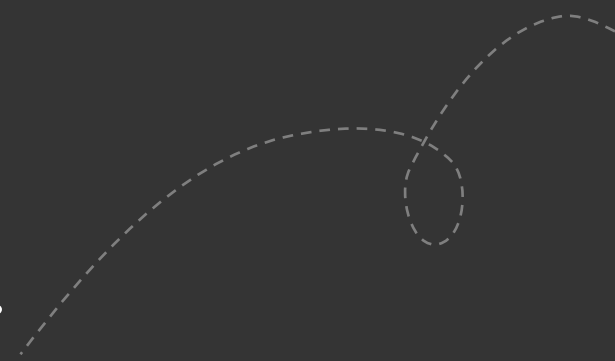
We want you to aim for your boss' job.

We don't want you to kick them out!

Rather, we have the same hope for
your boss as well:
that they aim for their boss' job.

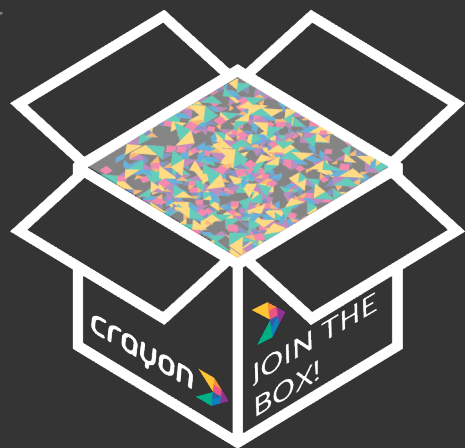
And that's what we're going to leave you
with.

The hope that you aim bigger.
For you. For your boss. And for Crayon.

A decorative dashed line graphic that starts from the right side of the text and curves upwards and to the right, ending in a small loop.

Fin.

Culture and purpose lend a person happiness at work.
And as any Crayon will tell you, we're fanatical about about our Box of Values!



*Think you'll feel at home with our innovative, quirky
and data-driven tribe? Then jump right in!*

singapore • chennai • dubai

www.crayondata.com • www.maya.ai • www.bigdata-madesimple.com



Crayon Data



crayondata



@CrayonBigData



@crayondata



Crayon Data