

# Doofinder Culture Deck



**Doofinder** was born to make the technologies that companies of any size from around the world need to grow more affordable.

We make **excellent and easy-to-use products**. We sell them with a subscription model that makes expensive and very sophisticated tools **available to everyone**.

Like so many young companies, we are **agile, open, inclusive, and customer-centric**. That's all well and good, and it's important to us, but there are other aspects of our culture that better describe our personality.

## **We are people, not resources**

**At Doofinder, people come first. It's as simple as that.**

- Doofinder is the sum of what one group of people does together so that other groups of people – our customers – can grow and reach their dreams. **Together we contribute to society with something that requires constant care, every day.**
- That care, for Doofinder, is to take care of each person, our products, and the relationship we have with each customer.
- What makes each person who works here grow is good for Doofinder – and what's good for Doofinder is good for everyone.
- **We are an open, friendly office with a family atmosphere.**
- We love to have experiences together outside of the office and working hours. Simple things like meeting for a couple beers, going to take a nature hike, and sharing good moments.
- If you have a problem, don't bottle it up: let it out.
- **We take you in, show you what we know, and are generous with our time.**
- While we don't like to label people with titles and positions, we love it when those who join the project grow by changing tasks and learning new things.

# Opportunity at Doofinder is huge – and there is no time to spare

We are a company with people of **many different nationalities, cultures, and languages**. We sell all over the world and **speak the language of our customers**.

That makes our environment a place where we learn every day: we are enriched by the origin, culture, and personal history of **very different people who have a common dream** – to make powerful, affordable products and to **contribute to the sustainable future of our thousands of customers**.

- Our multicultural nature helps us to **respect differences and empathize with different people** in a friendly work environment where we all get along.
- We are bold and seek out people who aren't afraid to make a mistake while trying. Normal people – but with ideas and initiative. We are not afraid to pioneer into new markets and design new products. Here everything starts small, with steps that are safe. We are daring and methodical. That's why **we dare to do anything**.
- At Doofinder, we measure everything and work with clear and challenging objectives. **The data about what we do can be seen by anyone, and the results that we achieve too**.
- Each person who works at Doofinder knows what is expected of him or her. And while the organization's environment is friendly, like that of a family, that doesn't hold us back: we know what we have to do and where we want to go. **If we reach our goals, we celebrate. If we don't make it, we add the means we need to improve**. As soon as possible.
- We are part of the “agile movement” and **we try to improve our product every day alongside the customer**.
- At Doofinder, there is time to learn, overcome obstacles that crop up, and mature professionally. But we all have to be moving uphill, progressing.
- As we haven't got time to waste, we're allergic to meetings. Whatever we have to talk about – and there are many things we have to talk about – is discussed spontaneously, respecting the time of others and their priorities. **But we prefer spontaneity to formality**.

## We are in a very serious relationship with our customers

- Seriously, we **co-create products with our customers**. That's why we seek relationships that go far beyond the click to buy our software. **We are interested in knowing how they are, taking care of them personally, helping them to keep growing.**
- At Doofinder, we seek long-term relationships, and that means our relationships have to be clear and honest. Our style is that of a normal person who doesn't think they're special but who knows what they're talking about when they sell.
- We are convinced that when our customers use Doofinder, things will go better for them. And what **we seek is to establish a long-term relationship with them so that we can help them and they can help us to improve.**

## Here, there is true TRANSPARENCY

- Doofinder's language is that of **confidence**: reliance, and trust: we ask whatever we want to know (there are no stupid questions) and we talk about difficulties when they crop up.
- There are two things that we don't like at all: complaining and speaking badly about someone behind their back. **We like to feel like we're at home when we get to Doofinder.** That's why we behave as we really are and we aren't afraid to show our vulnerabilities.
- When something could go better, we say so and propose a solution
- **Problems are spoken about, not left to fester. We don't let personal differences get to us.**
- We aren't a company that throws money away. But, if an expense or investment needs made for work, we ask for it.
- **We share good practices with our colleagues** so that all of us improve through what turns out well. And when we see a colleague having trouble, we try to help them.

# We like freedom, autonomy, and deserved rewards. You set the limits

- At Doofinder, everyone manages their own time. There is no micromanager telling us what we have to do. That's all well and good...
- ...but it brings us to be very **responsible when fulfilling the objectives we have.**
- We don't have micromanagers but we do do two things: **welcome those who come very well by giving them intensive training, and accompany each and every one of our employees to help them to reach their goals.**
- We are a horizontal organization: here everyone has time to speak, we are listened to, and processes are simple.
- We try to have turns in positions of responsibility so that authority is shared between everyone.
- At Doofinder, power is in consensus: we have the vision of others to improve something, and we seek solutions together. Of course, if others see something that we can improve, they are going to tell us so. **Clearly but sensitively.** If you have an idea, share it: talking about things with others brings clarity.
- Doofinder's products are yours: we are all responsible for quality, and everything we do impacts the future of our company. That's why we think about the long-term ramifications of what we do each day, questioning authority when it's necessary to do so.
- If you see something that is good for the customer, do it. You don't have to check with anyone.
- It isn't the same to be from Doofinder and to be part of Doofinder. **The more you give – commitment, feeling as if you're a co-owner of the business – the more you receive.** It's simple.



**DOOFINDER®**

Powering results

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