

Plytix Culture Book



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OUR WHY

Why we exist

We want to help SMB's worldwide succeed.

“Big companies with fat budgets can afford to invest in tools and data that gives them an unfair competitive advantage compared to SMB's. This creates an unhealthy performance gap in the market, where we see big companies grows stronger whilst the rest are being pushed out.

We believe that now it is time to close that performance gap. This is why we are devoted to provide powerful tools that are designed and priced to make SMB's more competitive.”



Morten Hellesø Poulsen

Founder and CEO

OUR STORY

The idea for Plytix evolved from our time in Google, when we were working with some of the biggest companies in the e-commerce space. We wanted to give brands and retailers access to a whole new level of detailed product centric data they couldn't get from conventional analytics tools like Google Analytics.

In little over a year Plytix grew from just two guys with an idea working from an classic Andalusian mansion in South of Spain, into a solid team of developers and commercial staff. As we expanded, we decided to keep the old mansion (despite it being haunted by an old Spanish ghost) and still to this day that office is our biggest in terms of employees and work as the cornerstone for our culture. It's a special place for us :)

Plytix has now grown beyond the original idea and is counting a palette of products, all designed to help SMB's succeed.

The Plytix Principles

Everything is branding

Everyone in Plytix is known to act with care and integrity. Because we know that everything we do, down to every single email and every line of code, is somehow transmitting the Plytix brand.

We are entrepreneurs, we are NOT employees

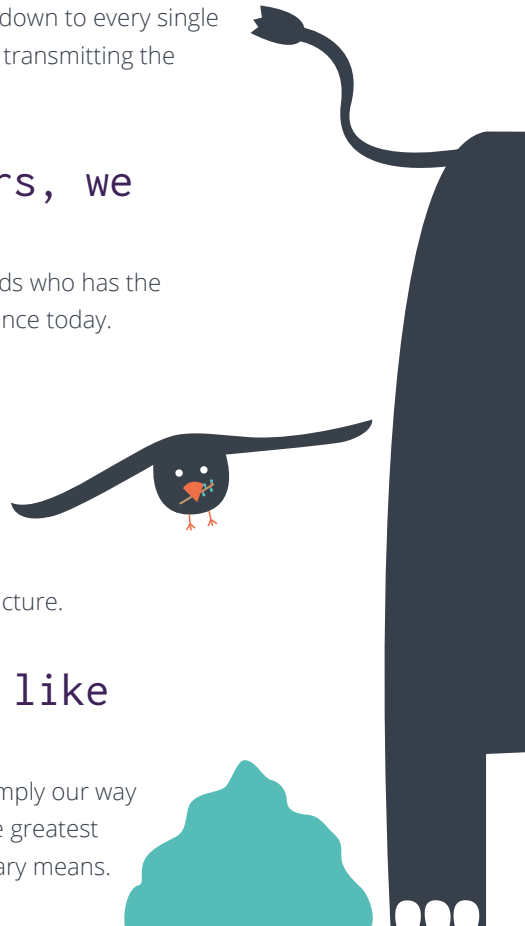
In Plytix we only hire entrepreneurial minds who has the passion and the hunger to make a difference today.

Extreme ownership

Extreme ownership is about giving everyone in Plytix ownership over one or more projects. This allows us to shape the leaders of tomorrow and help us maintain a flat organisational structure.

Eat like bird, poo like an elephant

This doesn't mean we deliver crap. It is simply our way of saying that we always aim to create the greatest possible impact with the smallest necessary means.



HAPPINESS ESSENTIALS

We know that success follows happiness. When we're happy, we perform better. We're more productive, motivated and dedicated. Happiness is about working towards something.

It's about growing, aiming higher and trusting in your own worth. We strive to foster an environment conducive to employee well-being by encouraging open communication, support, and social interaction.

You can do a lot to increase your own happiness. Our brains actually adapt to our behaviour and to our expectations - so if you expect a positive outcome, you're more likely to get one...



This also goes for how you treat your co-workers. If you believe that someone has potential, you'll soon see the person live up to your expectations (this is called the **Pygmalion effect**).

You can actively change your mindset and your behaviour to make happiness come easier to you, for instance by...

- focusing on opportunities instead of limitations
- talking positively to and about the people around you
- welcoming your failures as opportunities for growth

Finally, social interaction spawns happiness - in other words: hanging out with your co-workers makes you more engaged, focused and energized. This also goes for your relationship with your boss, so don't hesitate to ask how his/her weekend was or invite him/her out for a beer after work!

DO'S AND DON'TS

Do's

- Bring cookies to the office (or grapes - we like fruit, too!).
- Have lunch with your co-workers and get to know them better.
- Catch up - share your weekend plans and holiday adventures.
- Move around - even though we have comfortable chairs in the office, we encourage you to go for a walk, stretch, grab a snack (mmh.. cookies...).
- Make time to play once in a while - work will be more enjoyable this way.
- Play music - we have a Sonos and everyone is welcome to share their choice of songs. Just don't monopolize it!
- Share books, videos, events and other inspirational stuff you think might interest your co-workers.
- Personalize your desk if you wish - flowers, pictures, sports items - whatever floats your boat.
- The kitchen has water, tea, coffee, and snacks - help yourself (and help us keep the kitchen tidy).



- Take care of the office as if it were your second home - and take care of nature, too; everything from boxes to soda cans and water bottles are recycled.
- Take care of yourself and of those around you - if we thrive, Plytix thrives.
- Learn and teach - we are long-life learners, and we love to learn from each other.
- Share information openly and proactively, so everyone knows what is going on in Plytix - even if it's not directly related to their role.
- Use good judgement - *go for a walk, take a long weekend away, go explore the world* - we trust you'll use this freedom in a responsible manner. After all, what matters is what you achieve - not whether you sit on your chair from 9 to 5.
- Challenge your comfort zone! You see that bubble around each of us?
- That's our comfort zone. Where do amazing things happen? Outside of that bubble. Development and growth come from constantly stretching our comfort zone. When you have new experiences, especially the slightly uncomfortable ones, the unknown becomes known and you and Plytix grow.
- **Allow yourself to be awesome!**



Don'ts

There aren't that many Don'ts in Plytix - we believe that you know how to apply your common sense and unicorn instinct. Don't be overly formal - we aren't robots! We're a bunch of easy going people and our personalities shine better when we display our individuality.

Don't hide that Youtube video or amusing Facebook status when someone walks by your desk - let's have a laugh together. If you do a great job, having fun is very much encouraged :-).

Don't be afraid to ask - we value curiosity and willingness to learn.

Don't disagree silently - if you disagree, be transparent about it. Speak up in an honest and respectful manner and share your alternative ideas. We are all responsible for the growth and success of Plytix.

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