coMakeIT
continuous innovation

Core values and *Guiding principles*

Core values and firmly held beliefs define the ethos of an organization and help in fulfilling its mission and vision. They are intrinsic and deeply ingrained into the organizational culture and bind them together. These core values must be exhibited by the top leadership and the core team, and must percolate down to every level of the organization. The organizational value system influences the culture and behaviour as derivatives. Core values must be inviolable and sacrosanct, and the derived culture and behaviour must be respected.

"Values define you as a person, and are applicable to everything you do. Behaviour is how your values are reflected in your actions"

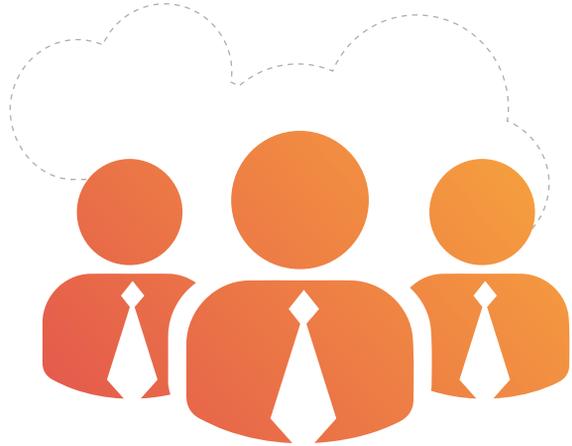**If we don't have it inside, we can't have it outside!**

Core values FIRST

Fairness:
Treat others as how you would like to be treated yourself

Integrity:
'Do what you say and say what you do' is the motto that characterizes how we engage internally and externally. Who we are is what our company is.

Respect:
Respect people for what they are, rather than how you want them to be. This is the key for cultural integration and alignment.

Stewardship:
We don't own people and resources, but are merely the custodians who channelize them for sustainable and productive purposes, while safeguarding the interests of future generations.

Trust through transparency:
Transparency breeds trust. With trust we gain speed in decisions and results.

Business values

Business values are the core principles or standards that guide the way we do business. They sum up what our business stands for and what makes it special. While business plans and strategies may change from time to time, the core values that define how we do business remain the same.

For coMakeIT, the principles and standards that guide the way we do our business, are reflected by the following LIST:

- **Loyalty:** *Every customer of ours should feel they are the only customer. We love our customers.*

- **Integration:** *Our customers own the team and we do the rest*

- **Spirit of Partnership:** *Be there where our customers need us most*

- **Transparency** *in engagement*

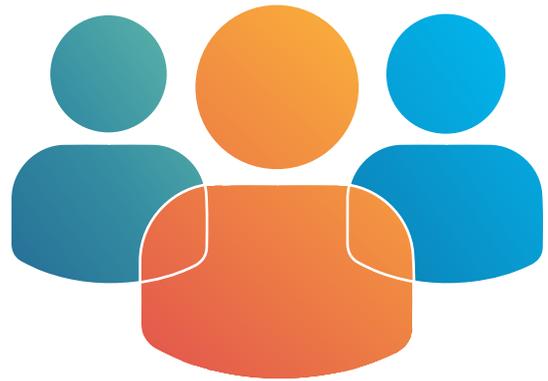# Culture and behaviour

Collaboration:

Trust and Transparency are important for collaboration, which enhances team work and deliver better results. In a distributed development scenario, the spirit of collaboration by trust and transparency, aided by proper tools, is vital. We collaborate to achieve better cultural alignment in a global business landscape.

Ownership:

Taking ownership means demonstrating your initiative, commitment, and responsibility for executing a particular task or initiative in all aspects. Once we assume ownership, we do everything within our powers to uphold our promise.

Learning:

At the end of each day, we ask ourselves and our colleagues: *"What did we contribute today?"* We introspect on what worked well, what went wrong, how we can prevent same mistakes being committed again, and most importantly, we ask ourselves *"what have we learned?"* We believe in the process of continuous learning and continuous improvement.

Innovation:

We have an open and encouraging culture that values and nurtures out-of-the box thinking. Innovation can come from any part of the organization with the

goal to create a positive impact for our customers and for ourselves.

Work-life balance:
'Work smart and play hard' is a motto that we live by. We strongly believe that commitment to professional excellence, and fulfilment of personal goals and responsibilities are complementary. We strive very hard to ensure that the right work-life balance is maintained.

Predictability:
Yes = Yes. No = No.

Critical Success Factors

For any organization, Critical Success Factors (CSF) define the elements that are absolutely essential and critical for fulfilling its core mission and delivering the desired business outcome. These elements are critical for the success of the organization and business, and we measure ourselves, and every individual in the company using these factors as a yardstick.

Value Delivery:
What do our customers and prospects need? How well do we understand their business and challenges? How best can we be a part of their value chain to become an indispensable partner?

Do-how:
It is easy to showcase your *'Know-how'*, but far more difficult to demonstrate *'Do-how'*. We firmly believe in applying our insights and learnings into practical ways to improve our delivery, and help our customers build better products and services.

Adaptability:
Collectively, we should have the ability to withstand and

adapt to a fast-changing business and customer landscape. We must be nimble enough to cater to changing aspirations of employees and stakeholders. While *'managing change'* is good, we believe that *'leading a change'* is even better.

Creativity:

We think in solutions, not in problems. We encourage and seek creative solutions and new ways of tackling old and new challenges. Sometimes, our efforts may not yield the best solution immediately, but being creative will provide a near-best option.

With attention to detail, we deliver consistently high quality results and a clear business value.

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