

Buffer

Company Values

We believe...

- Values should be both **reflective** of the culture and **aspirational**.
- Values will always mean **something different** based on individual experiences, and when or how teammates are on-boarded -- and that's okay!
- Some values felt **foundational**; others felt like they were **not as relevant today** as when the value was originally written.
- Values should **"draw a line in the sand"** to make us stand apart and make a statement.

DEFAULT TO TRANSPARENCY

CULTIVATE POSITIVITY

SHOW GRATITUDE

PRACTICE REFLECTION

IMPROVE CONSISTENTLY

ACT BEYOND YOURSELF

Default to Transparency

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- As individuals, we view transparency as a lifestyle of authenticity and honesty.
- As a team, we view transparency as an effective way to work remotely and establish a culture of trust.
- As a company, we view transparency as a tool to help others.
- We strive to make all communication clear and avoid making assumptions.
- We share early in the decision process to avoid “big revelations.”

Cultivate Positivity

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- We strive to approach things in a positive way while realizing all emotions are valid.
- We avoid non-constructive criticism of team members or customers.
- We assume the best of others because we may lack full context.
- We believe that constructive, honest feedback is an opportunity for growth.
- We push through any artificial harmony to work towards a better environment, product or concept.

Show Gratitude

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- We regularly stop and demonstrate gratitude for our circumstances.
- We operate as no-ego doers, approaching customer conversations with the knowledge that it's a privilege to serve them.
- We practice humility and do not attach our personal selves to ideas.
- We are grateful for the work teammates do to push the company forward.
- We display gratitude for the platforms, tools and open source code and communities that make our company possible and view it as our duty to give back.

Practice Reflection

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- We believe the act of introspection is where true learning and life-changing adjustments originate.
- We approach discussions intentionally and think through all angles.
- We listen first and then listen more: seeking first to understand, then to be understood.
- We step back from the day-to-day and reflect on overall themes that will make an impact.
- We take the approach that everything is a hypothesis and we could be wrong.

Improve Consistently

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- We have a higher expectation of ourselves and of our product than others have of us.
- We aim to be fully engaged in our work and activities, and fully disconnected when we're not working.
- We choose to be where we are the happiest and most productive.
- We desire to be better tomorrow than today, knowing that improvement can be found in small changes.
- We strive to exemplify a growth mindset and believe that any skill or talent can be learned through deliberate practice.

Act Beyond Yourself

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- We consider the bigger picture, knowing our work goes beyond ourselves.
- We are not afraid of the less-traveled path if it holds true to our values and betters the world.
- We seek balance by taking into account multiple perspectives and listening deeply.
- We advocate for diverse backgrounds and perspectives to make our team and products stronger.
- We work to create an inclusive environment to build a better company and set a positive example for the world.

Check out
buffer.com/values
for more