

## We Rewrite the Rules

**We don't do convention. When it comes to how to do business, we've torn up the rule book. We don't pay attention to what others are doing or how they're doing it, and we never have. We are original and we do things our own way. We are audacious. We are bold. We are MoreNiche.**

- We reject the traditional command-and-control management style. At MoreNiche, leadership isn't about title, tenure or age; it's about action.
- Our flat management structure is defined by a high degree of autonomy and freedom to shape our own work environment, and everyone being empowered to make important decisions for the company.
- We believe business can be win-win. We favour a collaborative vs. competitive approach, rejecting the traditional business model based on comparisons and competition.
- We don't strive after a mythical work/life balance. For MoreNichers, work and life are not two separate entities. Our work is challenging, fulfilling, fun, and a very important part of our lives!

## We are Radically Inclusive

**Radical inclusivity is in our DNA. Our entire organisation runs on the unique strengths, personalities, perspectives and experiences of our people. We embrace independent thought and collaborative decision-making, encourage productive conflict and celebrate uniqueness. We don't believe in limitations - only opportunities and unlimited possibilities. Everyone has the power and the freedom to make an impact and to have a say in our journey. Because we are all MoreNiche.**

- At MoreNiche, inclusivity is a mind-set, not a metric. We welcome a truly diverse talent pool across backgrounds, identities, opinions, and personalities.
- We always favour drive, passion and potential over past experience.
- We have built a culture of belonging by actively inviting the contribution and participation of all people - MoreNichers, our partners and our clients.
- We intentionally create an environment where everyone can safely express themselves and where concerns can be raised with transparency and confidence.
- We believe unequivocally that what is good for our people and their families is also good for business. We fully support all our people's diverse workplace needs and personal responsibilities and commitments by giving them control over their own work schedule and environment.

## We are Team-shaped

Our T-shaped people are one of the biggest secrets to our success. We recognise that everyone has unique skills and capabilities that extend far beyond their core expertise. Each and every MoreNicher is encouraged to utilise their abilities in any area of the business that excites them.

We've broken down traditional business hierarchy, eliminated silos, and leveraged the diverse skills of our people to create one, powerful Team of Teams. Our relationships are based on mutual trust, empathy, respect and support. We are genuinely invested in each other's success, and we celebrate our shared achievements. Together we are Team-shaped.

- We are a collaborative team of teams. We encourage different opinions and perspectives, and we fully support and believe in one another.
- We build great teams by bringing great talent together, empowering them, enabling them, helping them grow and then getting out of their way.
- Our T-shaped people have both depth and breadth in their skills, with the flexibility to jump on new tasks and support their teammates to ensure things get done.
- We don't believe there should be strict guidelines on who can do what, or at what level. Everyone is empowered to step up, take action and show leadership.

## We Keep it Simple

Our success relies on keeping what we do simple. We take a straightforward, common-sense, no bullshit approach to everything we do. Complexity creates confusion, destroys productivity, wastes time and drains the joy out of what we do. We don't overcomplicate and we don't create needless obstacles for ourselves. We explore new possibilities and we try different things. We're not afraid to experiment and we're not afraid to fail. If it works, we keep doing it. If it doesn't, we move on. Because business should be that simple.

- Business doesn't need to be complicated - keeping it simple is part of our DNA.
- We know that while achieving 'simple' isn't always easy, it's always worthwhile.
- We embrace systems and processes that make everyone's lives simpler, and that are genuinely useful and relevant to our work.
- In a culture of simplicity there's no space for complicated relationships. We work hard to build open and honest relationships through healthy communication and open-mindedness.
- We strive for excellence but don't wait for perfection.

## We Evolve or Die

**We are never complacent in the face of success. Our hunger and drive keep us moving forward, seeking new opportunities and striving for more. We learn, we develop, we adapt, we evolve. And we keep our eyes open to what the future may bring. Our progressive, forward-thinking approach keeps us highly adaptable and responsive to the shifting demands of our rapidly-changing industry.**

- We aren't afraid of uncertainty. Nothing is permanent; everything is in a state of change, and we embrace the opportunities that this gives us.
- We know that if we don't stay curious, always learning and growing, then we are going backwards.
- We embrace a culture of experimentation. We empower our teams to think big, conduct experiments, and learn from failures, otherwise we know we will get left behind in the dust.
- We don't wait for the future to unfold itself. With boundless optimism and confidence, we are actively creating our future together.