

# Sana Commerce Core Values

The why, the how and the what





**Entrepreneurial**



**Team Spirit**



**Customer**



**People Centric**



**Result-driven**



**Learning Mindset**

# Why are core values important?

- They're our compass for making decisions.
- They provide a common language that clearly defines how to behave and what behavior to expect from others.
- They help us encourage positive behavior and provide constructive feedback for adjusting and preventing unwanted behavior.
- Defining our core values helps us recruit the right people who will likely feel at home at Sana Commerce and therefore can be their best self.
- Protecting our core values helps us maintain a great company culture while growing our global team.

# How do we view core values?

- Core values don't have to be unique in the world. There might be other companies with very similar core values.
- Not everybody has to be 100% aligned with every single core value. It's just important that there's enough overlap to feel comfortable in the Sana Commerce team and for everyone to enthusiastically work together (it needs to feel good from both sides).
- Our core values will manifest themselves in different shapes and colors for different people. For instance, some people are more introverted, some are more extroverted, and that's okay! It's important to have diversity in the personalities that make up our company.
- Our core values may differ slightly across different offices — it's the heart of the message that counts.
- Words might have different meanings in different cultures. We try to overcome this by giving a detailed explanation per core value.

# What are core values?

Core values are the words we use to define our company culture. Our core values guide us in our daily and long-term decision making. They also align with the most important professional beliefs we look for in people. Our core values are most visible in how we behave within Sana Commerce, and they lay the groundwork for how we interact with colleagues, customers and partners.



# Entrepreneurial

Associated words:

Proactive / Curious / Optimistic

Sana Commerce was created by a few people who came together, had a great idea and brought that idea to life. We continue to grow and thrive because that same entrepreneurial spirit is still strong within our company.

## Personal beliefs that illustrate an entrepreneurial spirit

- I want to make a **(visible) impact** with my work.
- I like **new technologies** and believe they help us advance.
- I like to **try new things** and take (calculated) risks.
- I take **control** of my own destiny.

## How to be entrepreneurial at Sana Commerce

- Try new things.
- Come armed with good ideas — whether it's your first day or you've worked here for five years.
- It's okay to make mistakes, as long as you learn from them. You are encouraged to take risks every now and then.
- Give yourself the freedom to find your own way to reach your goals.
- We value real-life experiments over extensive desk research. Talk to people, set up meetings, take ownership and make your goals come to life.
- Commit to making positive change by also contributing to your colleagues' ideas.



# Team Spirit

Associated words:

Helpful / Encouraging / Humble / Inclusive



Do you have fun with your team and enjoy making progress together? Sana Commerce is a team of enthusiastic, excited colleagues who look forward to making an impact each day — together. We also strive to build a safe, equal and inclusive culture, where people from all backgrounds can feel at home and be their (best) self.

## Personal beliefs that illustrate having team spirit

- **I enjoy working in a team**, learning from the people around me and **celebrating success together**.
- I share the credit with the team, because **I value teamwork** and I understand there is no such thing as individual success at Sana Commerce.
- I am **eager to help** the **people** around me.
- I embrace all **identities and cultures**. I understand that **diversity of thought**, background and **identity** benefits us all.

## How to have team spirit at Sana Commerce

- Be a team player who is always ready to help.
- Have a collaborative spirit.
- Say “no” to company politics driven by self-interest.
- Lead by example.
- Have fun together! Bring your positive energy to social events, celebrations and after-work events.
- Be proactive in your inclusion of colleagues in conversations, ideas and initiatives.
- Think about the culture and communication of yourself and your colleagues. Are you thinking beyond your own cultural norms? Is yours more dominant? Are you trying to meet in the middle?



# Customer Centric

Associated words:

Dependable / Passionate / Empathetic

Our customers are the reason we exist. We believe in the success of our customers and are dedicated to helping them achieve their goals. Their success is our success as it drives growth for both us and them.

## Personal beliefs that illustrate being Customer Centric

- I go the **extra mile** for our customers.
- I keep my word.
- I have a strong sense of **ownership**.
- I put myself in the shoes of our customers.
- I treat our customers like I would like to be treated myself.

## How to be Customer Centric at Sana Commerce

- Be passionate about our customers' success.
- Be reliable. Show up when you say you will and follow up on your promises.
- Communicate often, clearly and in a way that is most effective in helping our customers.
- Be curious. Ask questions and try to understand our customers so you can help them better.
- Act as our customer's guide. Remember that you are the expert and they depend on you.



# Result-driven

Associated words:

Ambitious / Persistent / Focused

We're an ambitious group here at Sana Commerce, there's no denying that. We set challenging targets and give our all to reach them. We also know that being result-driven is about more than just KPIs. It's about creating value and tackling challenges head-on.

## Personal beliefs that illustrate being result-driven

- I am a **go-getter**: I don't give up when something is difficult.
- I always look for ways to **improve the results**.
- I set **ambitious goals for myself** as this inspires me to perform better.

## How to be result-driven at Sana Commerce

- Get enthusiastic about ambitious goals.
- Be proactive about setting ambitious goals for yourself.
- Be coachable.
- We always say: "If you're good enough, you're old enough."  
Opportunities at Sana Commerce are based on your performance, not your age.
- Strive to think critically in everything. Just remember that you'll most likely be asked to take part in making the improvements you suggest!



# Learning Mindset

Associated words:

Self-improving / Challenge-seeking

We're constantly evolving and growing at Sana Commerce, which also means it's a fast-paced, dynamic and challenging environment — and we like it that way. Having a learning mindset at Sana Commerce means that you're not just willing to learn new things. It also means you thrive from challenges, you're proactive in seeking out new knowledge and you want to share this with others.

## Personal beliefs that illustrate having a learning mindset

- I will step **outside of my comfort zone** because this helps me **grow**.
- I believe in **learning from my successes** and **my failures**.
- I strive to take my specialism to the **next level**.
- I strive to be **my best self**.

## How to show a learning mindset at Sana Commerce

- Value an environment that enables you to grow, even though it can be challenging at times.
- During your personal quarterly review, select colleagues you know will give you constructive feedback, not just praise.
- Dedicate yourself to understanding and reading your colleagues' feedback. Thank them for it and use it to become a better version of yourself.
- Learn about your field of work. Read books, blog posts, listen to podcasts, watch webinars, attend conferences and/or find peers (inside or outside) the company to discuss the topics that interest you.
- If you're not sure if you can handle a project, new responsibility or something similar: just do it and learn from it.

**[www.sana-commerce.com](http://www.sana-commerce.com)**

Sana Commerce Core Values - The why, the how and the what I  
Version ENG 1.0 6/2021

