

# The **fif**thnote. Difference

Overview of our Culture Code



# The fifthnote Difference

These are a set of Guiding Principles that are an extension of the - Code of Conduct. They will guide you on the Responsible conduct and give you a better understanding of the kind of company fifthnote is - as well what we aspire to be.

- > People First, Last, Always
- > All For One & One For All
- > Developing You Makes Us Better
- > Your Responsibility Extends Beyond Your Job Description
- > Don't Accept Complacency. The Status Quo Isn't Good Enough.

# People First, Last, Always.

Here at fifthnote, people are our #1 Asset! We can and will win because of you, and because of the relationship we have. We are all in this together! Thank you for being an integral part of the team and helping us reach where we are today.

At fifthnote, we put people first, last and always. It's the only way to truly make a difference!



# All For One & One For All.

At fifthnote, we are all together! Over the years we have achieved some really astounding results together and will continue to do in the near future.

The culture we desire to accentuate is the culture which emphasizes the roles of all performers as a whole rather than a star performance. Here, everyone is working towards a common goal.



# Be the Difference Today!

## Consider the Collective.

Everyone's opinion and perspective matters.

Offer yours and listen to others.

## Critique Constructively.

Don't oppose unless you can propose.

## Get Perspective.

We operate transparently, so speak up and ask questions.

## Work in Concert.

We are a group that achieves success from each member focusing on the results of the team.

# Your Responsibility Extends Beyond Your Job Description.

Team Success at fifthnote is everyone's job and we mean Everyone! All of us have a voice and we all have played a part in our collective success. Every day, we get countless opportunities to truly work towards a vision which extends beyond our Job Description! It is when we see beyond the regular, we enter into the coveted "zone of being truly remarkable"!



# Be the Difference Today!

## Pursue Relentlessly.

Be persistent in seeking resolution.

## Be in the Details.

Trust the process that's battle-tested to get results, and change the process when it doesn't.

## Drive It Like You Own It.

Own your work, be accountable and drive your projects using all your capabilities!

## Know Your No's.

Find the why and only accept no when you understand the reason and believe it to be a good one.

# Developing You Makes Us Better.

We believe in the concept of – Leveling Up! Expanding your skillset is not only good for you - it helps the entire team! Each and every day, you should be asking yourself - what can I do to become more valuable at the end of the day than I was at the beginning. Here at fifthnote, we want to develop you, encourage you, and help you become the best possible version of you - personally and professionally.





# Be the Difference Today!

## Have Character First.

Strive to be a good, authentic person at all times.

## Kudos is Our Currency.

Success isn't a secret. Share and celebrate great ideas, innovations and fixes big and small.

## Improve Aggressively.

We invest in you. Take the time to invest in yourself.

## Gain 'Street Cred'.

Get certified and put initials behind your name. Control your 20 square feet, be a star in your role and push to be recognized in a group of high performers.

# Don't Accept Complacency. The Status Quo Isn't Good Enough.

At fifthnote, we are looking to create a culture of innovation and growth by embracing change. The difference between being good and being great is never settling for the status quo. The bar keeps moving, We must keep innovating, we must embrace change and we must continue to deliver the results that we expect from each other as a collective team!

**Good to...**

**Great**

# Be the Difference Today!

## Go Big Or.. You Know the Rest.

We have no time for mediocrity.

Excellence is essential.

## Own Up.

Perfection is not attainable,

but if we chase perfection we can catch excellence.

## Embrace Change and Innovate.

Never settle, because today's great is

tomorrow's average.

## Refuse Defeat.

Faced with an obstacle or challenge?

Get curious, not furious.

# fifthnote **ELEVATE**

## Be the Brand Ambassador

Elevate "fifthnote" through your work, commitment, relationships and indomitable team spirit.

## You are Awesome!!

## Let's get more people like you.

Our secret is simple We hire nothing but the Best!

Help us find the next hire like we found you. Each one, Bring One.

## Build a Coaching Culture Together

Elevate your team by practicing the Super Powers of a Coach -  
Active Listening, Openness, Powerful Questioning and Authenticity.

# We Make It Happen. ALWAYS...

