

## Our Attributes

Together, we explore, create, and thrive. For those with a passion to push the limits of technology, the opportunities are like nowhere else. We don't just imagine the next big thing; we make it happen. Our attributes describe how work gets done, what we value, and what sets us apart - a guide on how to engage with each other.



### Innovating To Win

**We are curious and question how things were done in the past as we learn, explore, experiment, and take risks.**

- Think beyond the obvious... focus on winning and creating value
- Take informed risks and create a safe place to experiment and explore
- Continuously learn and develop self and others
- Challenge "the way we've done it in the past" to evolve and scale
- Create great products that have an impact on the world



### Unbeatable Together

**We are ONE team. We challenge one another, collaborate and share information openly, to do what's right for the company.**

- Collaborate to "beat the competition!"
- Respectfully push and prod one another. Engage in unfiltered, challenging conversation around ideas
- Reach out across teams and "cleverly borrow" from other areas, to find new ideas and engineer solutions for the biggest customers in the industry
- Appreciate, recognize and reward the efforts and contributions of others



### Unapologetically Ambitious

**Not satisfied with good enough, we are driven, competitive, and determined. It's fun, fast paced, and exciting.**

- Enjoy the wins! Show genuine excitement and joy about our products and the work we do
- Raise the bar. Not satisfied with good enough, always strive for more
- Demonstrate 'grit' and determination to get things done. Energetic, committed and driven - never give up!



### Deliberately Nimble

**We have a sense of urgency. We're dynamic and agile. We pivot quickly to deliver results with discipline and focus.**

- Flex, change and transform, but always stay focused on the end goal
- Know your stuff, run a tight business, deliver results with discipline and focus
- Adjust to feedback, remain open and flexible, find a way to execute and deliver
- Move fast, commit to action



### Making a Visible Impact

**You make a difference! Your contributions have a tangible impact: on the company; the way people experience our technology; and our community outreach around the world.**

- Show hunger, passion and energy - a motivated, self starter who identifies what else they can do
- Don't run or hide from a problem - own it, fix it. Roll up your sleeves; dive in. You're empowered
- Get inspired about changing the market and how people interact with their devices
- Contribute time or talent to give back to the community