TechnologyAdvice's Culture Manifesto

At TechnologyAdvice we believe our success starts with attracting, hiring, and developing amazing people for our championship team. In sharing who we are and how we work, we're giving you insight into our culture so you can make sure it's a match for you.

Our culture is defined by the values, behaviors, and expectations stated in this manifesto. If these things don't resonate with you, that's okay! We know TA isn't for everyone, and we're looking for people who are excited, bought in, and aligned with who we are and how we function.

Here's a quick summary to know if we'd be a good fit:

❌ This *may not* be the place for you if...
- You will always prioritize perfection over progress.
- You do not like to deal with changing plans or frequent pivots.
- You prefer to be told what to do and have all processes readily defined.
- You want to blend in instead of standing out.
- You don't care about inclusion or learning about other cultures.
- You prefer to work within your comfort zone.
- You aren't interested in anyone else's opinion or perspective.
- You aren't looking to derive meaning from the work you do.

✅ This *may* be just what you've been looking for if...
- You thrive working at a fast pace.
- You like to try new things and learn from your mistakes.
- You take ownership of your day and will adjust when needed to get the job done.
- You enjoy working with people who are different from you.
- You approach coworkers with kindness and thoughtfulness.
- You want to be a part of an always-evolving company.
- You are always challenging yourself to learn and grow.
- You are resourceful and will figure things out when you don't know the answer.
- You are a self-starter who takes initiative when you see opportunities.

What makes someone thrive at TA?

A growth mindset

Our team is dedicated to growth and actively seeks opportunities to learn and develop. We genuinely desire to expand our knowledge and skill sets beyond our current capabilities.

Adaptability

We like to move quickly, our plans and goals may change, so we are always ready to embrace new information and adjust in a moment to work toward the bigger picture. We welcome feedback gracefully and use that to continuously improve.

A team-first mentality

We help each other out and organize our days with our team's needs in mind. We all work toward a common goal, prioritizing collaborative and open communication. In work and life, we are willing to jump in and champion our people when needed. For example, when a team member has an out-of-work emergency, we work together to pick up the slack.

Intrinsic motivation

We are self-starters and find motivation naturally. We are driven, hold ourselves accountable, and require minimal managerial oversight to remain productive and committed. Due to this, we provide flexibility and autonomy day to day while trusting team members to communicate accordingly. Work-life integration is part of being on a championship team and knowing what is needed to get the job done. We love to win and strive to do our best each day.

Resiliency

We navigate ambiguous situations and find innovative ways to overcome challenges regardless of our limitations. Instead of limiting ourselves with "I can't", "I don't know how", or "Is it possible?", we ask ourselves WWIT '' What would it take?"

Inclusivity

We don't let titles, location, gender, background, etc. define who gets invited to the table. Your voice and authentic individual ideas are valued and taken seriously.

Proactivity

At TA, there's no such thing as "that's not my job." We expect everyone to be proactive, spot opportunities for improvement, and take it upon themselves to enact change or make something better. We go beyond the immediate tasks at hand to push our goals forward.

What is TA's work environment like?

Engaging

We believe work is more fun when you know and are known by the people you work with. This can look like being a mentor, directly messaging a colleague to tell them they did a good job, sharing in a meeting, or helping someone out when they need it most. With events like an annual company talent show and virtual happy hours, we don't take ourselves too seriously and encourage one another through life's ups and downs.

Fast-paced

No two days are the same here. We think in hours and days instead of months and years, and your role may change along with the company. We have a bias toward taking action and value progress over perfection.
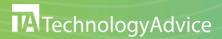We pivot often based on business needs and thrive where we embrace the unknown, but we always rally together to achieve results. Catch our CEO quoting Mario Andretti, "If everything seems under control, you're just not going fast enough."

Innovative

We're all about getting out of our comfort zones and questioning the status quo. We expect there will be failures along the way if we're innovating and doing things no one has done before! We share our lessons learned so we can help our team members learn from our mistakes and champion accountability together.

Supportive

Growth varies for everyone, and we're here to support you, whether you're an individual contributor or a leader. You will have opportunities to develop new skills, carve your own niche in the business, participate in one of our Employee Resource Groups, ascend to a leadership role, or explore new paths within the organization. We're invested in your career journey however that looks.

Global

Our workforce spans the globe across four continents, representing a rich tapestry of cultures, backgrounds, and perspectives. We enjoy the benefits of cross-cultural collaboration, the rich array of global perspectives, language diversity, and the commitment to cultural sensitivity. We are continuously adapting the way we work, communicate, collaborate, give back, and have fun, to align with being a remote-first organization.

Committed to DE&I

We recognize that diversity extends beyond the color of our skin to include ethnicities, gender identities, sexual orientations, abilities, cultural backgrounds, experiences, and skills.

Our way of operating is to allow our teammates to show up as themselves every day. We ask our team to equally respect individual differences, and do their best to embrace and amplify the shining light of others.

We protect one another by creating inclusive, safe spaces and holding a high standard of trust and respect for individual contributors as well as leaders. By doing this, we have created an environment where people feel valued, trusted, and connected.

What are TA's core values?

These are not just words on our website. Our core values are foundational to who we are as a company and the success of our team. We strive to achieve our highest potential and are dedicated to making a consistent effort to grow in these areas.

Be transparent

Being transparent is being honest and sharing the reality of a situation, even when it's hard to hear. Examples include:
- Sharing useful and relevant information with everyone involved as opposed to withholding it.
- Giving honest, constructive feedback to help each other learn and grow.
- Using relevant channels to communicate amongst all levels of our team.

This results in every team member empowering one another and aligning within and across departments to do their best work.

Challenge mediocrity

Challenging mediocrity is bringing ideas to the table. Improving an imperfect process. Examples include:
- Thinking outside the box.
- Questioning "why?" with the intent to improve.
- Working harder, smarter, and more efficiently than the status quo.

The result is that our team, company, and clients improve every day.

Crave knowledge

Craving knowledge is asking questions and digging to find the best possible solutions. Examples include:
- Learning a new skill, language, talent, or hobby and not stopping there.
- Shadowing a team member who does something you're interested in learning more about.
- Following your curiosity, because the more you know the more our business grows.

This results in our team continuously learning, growing, developing, and producing experts in our field.
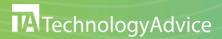
Make calculated decisions

Making calculated decisions is analyzing trends and diving deeper into your knowledge base. Examples include:
- Leaning on data to support your research and ideas.
- Looking for ways to improve efficiency and processes where they lack.
- Thinking 3 steps ahead and staying agile as you navigate new paths.

This results in our team using facts, data, and intelligence to guide our business, making us well-rounded and prepared for contingencies

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Value each other

Valuing each other is doing something to make someone else's day more productive or fulfilling because when one of us wins, we all win. Examples include:
- Pitching in with administrative or project tasks.
- Giving back to our community through both financial contributions and volunteering our time.
- Recognizing and speaking kindly about one another.
- Supporting one another both personally and professionally.

This results in our team being friendly, genuine, welcoming, helpful, attentive, and willing to roll up our sleeves for the greater good.

Is TechnologyAdvice the company for you?

We created this manifesto to be remarkably explicit and transparent about our unique culture to give you the best opportunity to thrive in our environment and reach your full potential. We understand we're a little different and may not be for everyone.

We have big goals ahead and need an extraordinary team to achieve them, so if you read this and get just as excited as we are, the opportunities are endless!

See opportunities at TechnologyAdvice