



SYMPA CULTURE CODE

The **company** we aspire to be | The **culture** we wish to nurture | The **customer impact** we desire to make



Intro

Sympa is a special place to work. Our culture, values, and shared purpose make it unique. We rely on accountability, collaboration, innovation, and continuous improvement to achieve our goals.

As Sympaticans, our collective purpose extends beyond our products and services. We strive to make a positive impact on our customers, communities, and the HR industry as a whole. We aim to make a meaningful difference in people's lives.

Since we have all contributed to developing this special culture, we have created this document to welcome (potential) newcomers and serve as a reference for experienced Sympaticans wondering about the "Sympa way" of doing things.

This document contains the foundations of our culture: our purpose, mission, vision and values. It has been written by *Sympaticans* for *Sympaticans*, and we hope you enjoy exploring it.



Restating Our Path

Our original Purpose, Vision, Mission, and Values were formed before most *Sympaticans* had joined Sympa's growth journey.

At the beginning of 2023, we went through a process to redefine our Purpose, Vision, Mission, and Value statements to better represent who we are today, and the company we aspire to be.

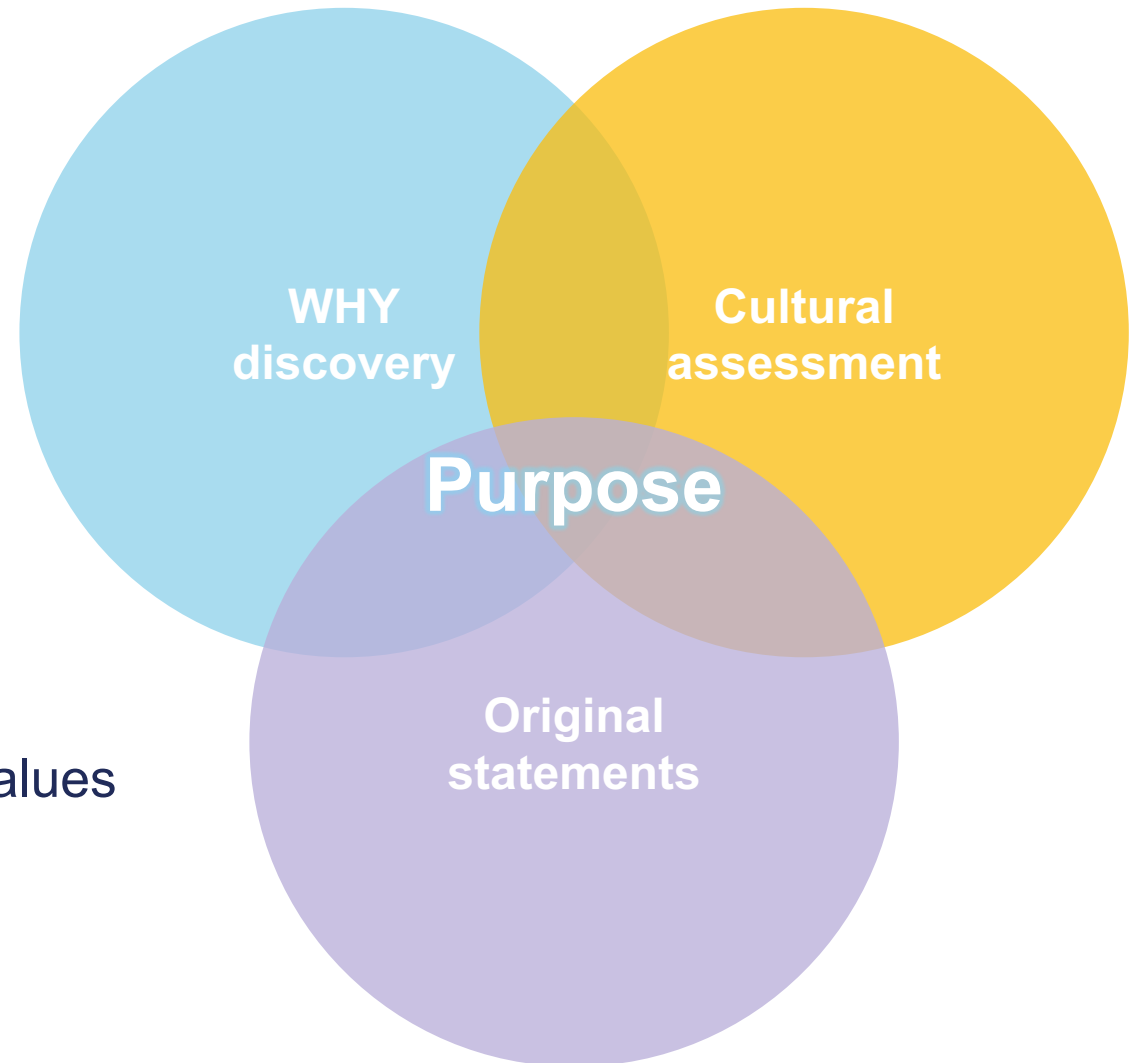
The outcome of this process was a **Purpose** and **Vision** to guide us, a **Mission** beyond metrics, actionable **Values**.



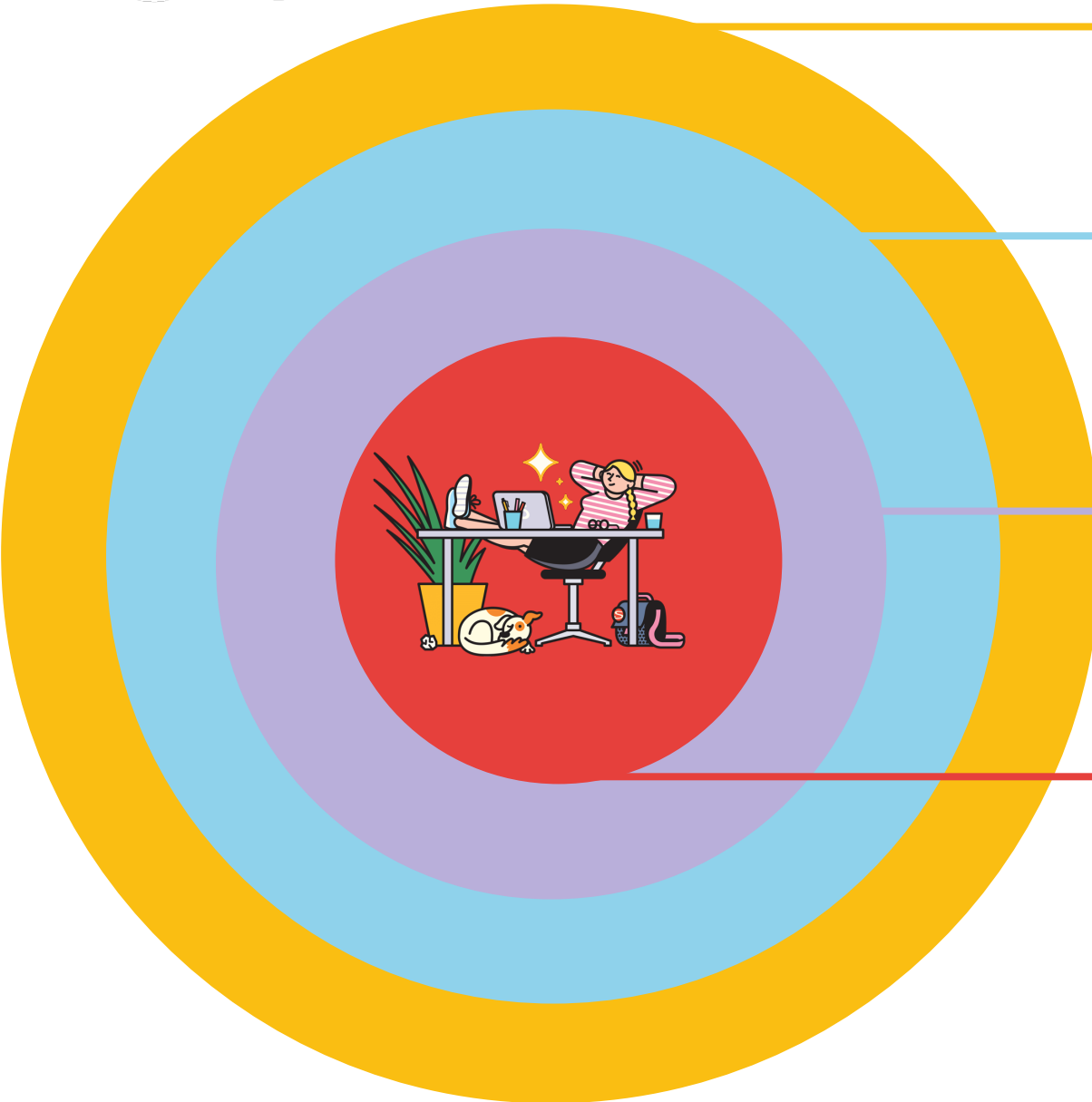
How we created our guiding statements

3 sources of information:

- **Data** – cultural assessment survey
- **Stories** – experiences of Sympa at its best
- **History** – original Purpose, Vision, Mission, Values



How the statements work together



Values

The framework that **guides our actions** we when executing our mission.

Mission

The **main action** we take to give value to our customers and move closer to achieving our vision.

Vision

How the world would look for our industry **if we succeed** in our mission.

Purpose

Who we help, how we do it, and the impact we make in the process. **Why** we are doing what we are doing.

Our Guiding Statements



Our Guiding Statements

Our Purpose

We align business impact with job satisfaction so people and organisations can achieve greatness.

Our reason to exist - why we do what we do.

Our Vision

We unlock the full potential of the workforce.

How the world will look if our mission succeeds.

Our Mission

We provide HR technology and expertise that power the journeys of people and organisations.

The main action we take to realise our vision.

Our Purpose statement.

Why we are doing what we are doing.

“We align business impact with job satisfaction so people and organisations can achieve greatness.”

Our Vision statement.

How the world will look if we succeed in our mission.

**“We unlock the full potential of
the workforce.”**

Our Mission statement.

The main impact-making action we take to realise our vision.

**“We provide HR technology and expertise
that power the journeys of people and
organisations.”**

The meaning behind the words...

Purpose	<i>We align business impact with job satisfaction so people and organisations can achieve greatness</i>
Business impact	<i>Making a crucial difference to the operational effectiveness of the business through HR activities</i>
Job satisfaction	<i>Feeling fulfilment and enjoyment through progression, meaning, praise, and fair compensation at work</i>
Align	<i>Achieving balance between the needs of the organisation and the people that work there</i>
People	<i>Everyone that enters the world of work</i>
Organisations	<i>Private companies, public sector, education, non-profit</i>
<u>Can</u> achieve	<i>Removing any obstacles that stand in the way – action still needs to be taken by our customers</i>
Greatness	<i>Achieving more than originally thought possible</i>

Vision	<i>We unlock the full potential of the workforce</i>
Unlock	<i>Remove the processes and thinking that stand in the way of optimal performance and impact.</i>
Full potential	<i>Making sustained impact by continually evolving and pushing the boundaries of one's capabilities.</i>
Workforce	<i>Everyone that enters the world of work.</i>

Mission	<i>We provide HR technology and expertise that power the journeys of people and organisations</i>
Provide	<i>Trusted to deliver the HR products and services our customers need.</i>
HR technology	<i>Technology is the medium through which we create value.</i>
Expertise	<i>Expertise is the competitive advantage that helps us create impact with our offering.</i>
Journeys	<i>People and companies move forward, grow, scale, restructure, pivot, learn. This is a journey.</i>
Power	<i>We are the fuel that can accelerate the progress made by our customers.</i>
People	<i>Everyone that enters the world of work.</i>
Organisations	<i>Private companies, public sector, education, non-profits.</i>

Our Values



Accountability is the heart of our community.

“**We take ownership** of our actions, support each other, build a positive culture, and prioritise collective success.”

“We do not **wait for others** to deliver the results we need and the workplace we desire.”

We prioritise meaningful collaboration.

“We work together in a structured, purposeful way to maximise our effectiveness.”

“We do not work alone, without structure, and in silos.”

When we find problems, we fix them, for good.

“We proactively **solve problems at their root** so they never
affect anyone again.”

“We do not **ignore problems** or provide temporary solutions
that lead to recurring issues.”

We innovate for impact.

“We identify and **improve key areas that lead to significant business impact.”**

“We do not **make random changes that lack thorough consideration and fail to deliver lasting positives.”**

Bringing it all together



Our guiding statements.

<i>Our Purpose</i>	We align business impact with job satisfaction so people and organisations can achieve greatness.				<i>Our reason to exist - why we do what we do.</i>
<i>Our Vision</i>	We unlock the full potential of the workforce.				<i>How the world will look if our mission succeeds.</i>
<i>Our Mission</i>	We provide HR technology and expertise that power the journeys of people and organisations.				<i>The main action we take to realise our vision.</i>
<i>Our Values</i>	Accountability is the heart of our community.	We prioritise meaningful collaboration.	When we find problems, we fix them for good.	We innovate for impact.	<i>What guides us when executing our mission.</i>
<i>Value examples</i>	We take ownership of our actions, support each other, build a positive culture, and prioritise collective success.	We work together in a structured, purposeful way to maximise our effectiveness.	We proactively solve problems at their root so they never affect anyone again.	We identify and improve key areas that lead to significant business impact.	<i>Actions that align with our values.</i>
<i>Value opposites</i>	We don't wait for others to deliver the results we need and the workplace we desire.	We do not work alone, without structure, and in silos	We do not ignore problems or provide temporary solutions that lead to recurring issues.	We do not make random changes that lack thorough consideration and fail to deliver lasting positives.	<i>Actions that do not align with our values.</i>

OUR CULTURE IN ACTION



Policies & Guides – Environmental Policy, Equality Guide & Code of Conduct



Games & Laughter – Foosball, board games, quizzes etc.



Wellbeing Benefits – E.g. bicycle, lunch, exercise & culture. Mental health support.



Wednesday Kudos – A concept where we share public appreciation regularly



International support – Enjoy international colleagues and cross-country teams.



Committees – Culture Committee and Health & Safety Committee

THIS IS THE SYMPA WAY.

**LET'S WALK IT.
TOGETHER!**

