

SMARTLIBERTY

SmartSpirit

The SmartLiberty Culture Deck

Why culture
matters ?

Because we spent a lot of
time at work and we want
this time to be impactful, fun
and rewarding

Why culture matters ?

Because it makes us different, more innovative and faster. It also enables us to find and keep exceptional talents


SMART LIBERTY

We have our
own culture

Our company culture, the
SmartSpirit, defines what we
are and what we aspire to be

Our SmartSpirit

Create more **time** for care
Always be **helpful**
Be **kind** and empathetic
Just **do** it, be pragmatic
Simplify everything
Build for the **long term**
Take your daily dose of **humour**
Make **errors**, once
Go the **extra mile**
Be yourself and celebrate

A photograph of a caregiver and an elderly woman in a garden. The caregiver, on the left, has blonde hair in a braid and wears a light green shirt with a 'SMARTLIBERTY' ID badge. The woman, on the right, has short white hair and is smiling. They are surrounded by yellow flowers and green foliage. A purple text box is in the upper right.

Create more time
for care

CREATE MORE TIME FOR CARE

Whatever we do, we make sure it **creates more time for care**. Because if it doesn't, we fail our mission. Think about it daily

- When you **design** a new product or function
- When you create a new **process** for our customers
- When you **interact** with customers
- When you **communicate** internally

Examples

- If a software feature is a time consuming gadget, it should be removed from our product
- If the customer spends minutes or hours to figure out how to order something, he will not buy
- If we can't resolve an issue on the first customer call, the customer is losing time and trust
- If we discuss things internally that do not help the customer, we should just stop discussing

Always be helpful



BE ALWAYS HELPFUL

We help each other, even if it is not in the scope of our job. **Together, we are the safety net for each one of us.** This enables us to sleep peacefully at night and build great things without fear during the day

- **Never let a customer down!** They are our reason to be
- You can **ask anyone** in the company for help, disregarding hierarchy
- **Please never let a colleague down.** You should **help anyone** asking for it. That is reciprocity and creates **trust**

Examples

- A project team is “under water” and asks for help. Another team jumps in to help, even if their workload is already high
- We find a life critical bug at a customer site that needs immediate attention. Our Dev-Team helps instantaneously to solve the problem
- Our board members and management helps to renovate the office space to be on time for moving in
- At 2am in the night during a company event, a customer needs a critical spare part. The part is delivered by our CFO within 60min



BE KIND AND EMPATHETIC

Kindness is the quality of being friendly and empathetic. It makes **life more enjoyable** for us and for others. It also shows that we are authentically **believing in what we do**

- You won't get anything if you shout at people. **Ask kindly**
- **Give context** and be transparent. People are intelligent, they need to understand what is going on
- Take time to consider colleagues and customers as human beings. **Listen** attentively
- **Smile!** Even on the phone! Smiling can be heard, seen and felt.
- **Treat others** like you want to be treated

Examples

- When you need a colleague to do something, explain why and ask kindly to get the job done
- When a colleague is not performing, maybe there is a private problem you don't know about. Try to discuss before you judge.
- When you enter a nursing home, greet the residents, exchange a smile, have a chit-chat, make a joke. You will also get old one day.
- Give a true compliment to people you work with, when something great has been done. It's free!



Just do it, be
pragmatic

JUST DO IT, BE PRAGMATIC

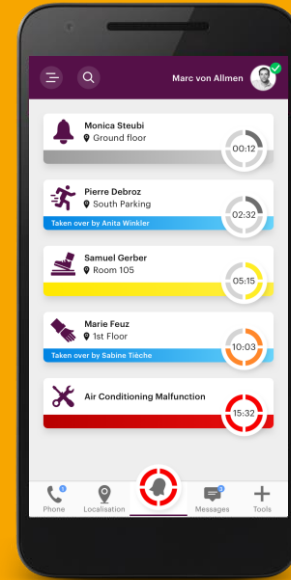
There is always a reason not to do something. But **we just do it**. Because that enables us to **move faster and more efficiently**.

- You should feel responsible to **do small tasks**. We don't have "personal assistants" for everything.
- If there is no written process, **use your brain, be reasonable**. Most of the time you are right.
- If something seems impossible, **just make a first step**. You will already be closer to the goal and learn alongside the path.
- **Don't push work around**. Get things done. Forwarding e-mails is not work.
- **Develop** if it can't be bought. Sometimes a new solution is needed.

Examples

- If there is no toilet paper anymore. Go buy some.
- The dishwasher is also emptied by the COO
- We would never have started to develop SmartLiberty knowing how much work it was. But we just did!
- At a customer site, a cable from another system hangs loose over our rackspace. Just put it nicely in place.

Simplify
everything



Simple

SIMPLIFY EVERYTHING

Simplicity is the ultimate sophistication. While growing a company or product, complexity will creep in. We need to do everything to **keep it simple**. Either by “**not doing things**” or by “**removing things**”.

- If something needs a **handbook**, it's too complicated
- Always ask “**Cui bono**”, who benefits ? You might be surprised
- Speak the customers' language. **Clarity** in every text or communication is the key to be understood
- **Automate** repetitive or error prone tasks to simplify your life
- Try to find the **real reason** something is done. Does it really make sense ?
- Remember that **simple is better than free**. Simplicity is profitable!

Examples

- There is nothing to configure in SmartLiberty to get a nurse call when pushing the red button. Everything is pre-set
- There is no manual for our motica Apps. Only short and simple video tutorials
- We stopped drawing “zones” in SmartLiberty as we found no one needs them
- We have automated reader and marker pairing in logistics to spare time



Build for the long term

BUILD FOR THE LONG TERM

There is no end in what we do. The game is infinite. We want to make a **lasting impact on society** with our solutions and will always find ways to be even more impactful.

- Favour **customer lifetime value** over short term profits. Always.
- Build solutions that **you want to use** once you are old yourself
- Try to **reduce your environmental impact** for future generations
- Understand that we are working in long term care. **Be patient**
- Remember, that **you always meet twice** in life

Examples

- Our salespeople say no to wacky deals, when they know the customer will not be happy in the long term
- When we design a feature, we ask if we would be OK to use it ourselves
- For our products, we try to use carton boxes that can be recycled instead of useless plastic bags
- It took us more than 10 years to win the first public nursing home in Neuchâtel
- We held a respectful relationship with our competitor Gets for many years. Now he is our motica partner.

Take your daily
dose of humour



*Behind the scenes takeout of a movie
shooting session in our office. The
founder of SmartLiberty made non-
sense. No seniors were harmed... ;-)*

TAKE YOUR DAILY DOSE OF HUMOUR

We work together 40 hours a week. That time must be fun, especially when there is a lot of pressure. **Humour is what glues our team together** and create a unique “ambiance” to work in.

- **Take problems easily.** Laugh about it and get it right afterwards. You are a pro!
- Enjoy second degree humour. **Don't take things personally**
- **Surprise** your colleagues and make the environment yours
- Keep your distances with **discriminatory humour, it sucks**
- Humour shows **confidence**. Customers will notice it.

Examples

- Once, a configuration error from one of our developers made all our customers see strange names in their App. It was terrible. We laughed about it and solved the issue within minutes.
- When our COO makes a bad joke about you, this means he likes you
- Our project management teams love memes and keeps the office space funny.
- Nurses are usually open and funny people. They like a good laugh. This creates bonds and trust when our team jokes around with them, while staying professional.

According to plan, there needed to be a radio antenna here! But installing it, commissioning it and supporting it would require a crane every time....bad idea! Never done that again!

Make errors,
once



MAKE ERRORS, ONCE

If you are afraid of doing something wrong, you will not move forward. **You are human, so accept that you will make errors and mistakes.** You will learn and therefore make them only once.

- **Try things out.** You might fail, but you have learned something.
- If you make a mistake, **say it** and correct it
- Make sure your mistakes and **errors do not happen again.** This is continuous improvement
- **Blaming others** for mistakes does not help anybody. Just get things fixed

Examples

- We had no idea if a Smartphone App could be a replacement for DECT alarming. We just tried it out. It worked!
- One of our experts once totally burned a firewall by mistake. he told us, he learned, he documented what went wrong in the knowledgebase and never did the same mistake again.
- An ICT technician did not notice the markers were all mounted wrong while configuring them. Instead of blaming him, the whole team help get things straight within an hour.



Go the extra mile

GO THE EXTRA MILE

Do you know that feeling when someone **goes beyond what you have expected** ? It stays with you, forever. It creates trust and proudness. For you, and for the other party

- **Add some Swissness** to everything you do. Make sure it's well organised, clean and looking good
- Imagine the result of your work was for yourself. Would you be **proud** of it ?
- Don't confuse the extra mile with perfection. **Done is better than perfect**

Examples

- When our ICT specialists cable an IT rack, it's a piece of art, not a rack. The cabling looks qualitative.
- We have spent a lot of money on the visual aspect of our motica care App. Because beautiful things sell, are useful and make us proud.
- When creating a new brochure, sales has to proofread the document. But when you proofread for the 100th time, you need to release it. It will never be perfect.



Be yourself and celebrate

SmartChristmas Event in a smoky indian tipi with candlelight raclette, live music by some team members and a lot of snow outside.

BE YOURSELF AND CELEBRATE

Come as you are. Show your difference. Make your opinion heard.

- **Come as you are.** Show us your personality.
- **Adapt your style** to the audience. Dress and talk accordingly to create bond
- **Build bridges with your languages.** We are multilingual and love that
- **Accept other opinions.** We do not progress if everyone has the same point of view
- **Think positive.** Positive things will follow like magic
- **Party for no reason.** Partying or having aperos together is our expression of happiness and celebration of success.

Examples

- A punk-rocker with some crazy tattoos is also a trustworthy collaborator.
- Our salespeople never wear ties, because our customers don't work in banks, but in nursing homes
- When our CTO does not agree with our CEO, which in turn has another opinion than our Product Manager, that's a good sign of healthy compromise finding.
- Our founder always said: "It will be better next year". This has been true since 1998!
- SmartEvents are epic. When the whole company parties all the night in a smoky indian tipi in the middle of the snow, bonds are created

How will you
contribute ?

The SmartSpirit is the sum of all our individual behaviour. Bring in your touch and contribute positively to the evolution of our company culture at culture@smartliberty.ch