Aspire Culture Manifesto

JULY 2023
Why **Culture**?

- We believe that **to build great things we need great talent come together**

- **AND...**talent wants to be in a special place.
Why Culture Manifesto?

- We intentionally cultivate our company culture, rather than allowing it to evolve passively.

- Our culture is dynamic, just like our software, so we are committed to continuous refinement.
Aspire’s Success Formula

Alignment + Talents + Values
1 Focused Alignment
We run with **Context**, not **Control**

**CONTEXT**

- **Transparency**
  Information shared openly so that everyone understands big picture.

- **Empowerment**
  Employees are trusted to make decisions based on context understanding.

- **Feedback**
  Open & honest feedback is given & received frequently for better alignment.

**CONTROL**

- **Secrecy**
  Information hoarded by few. Employees are told & ordered without knowing why.

- **Bureaucracy**
  Unnecessary approvals, reportings, & committees for command & control.

- **Enforcement**
  Lack of feedback. Communications are one-way and not focused on growth.
**Vision** where we are going

**Mission** why we are here

**Vision**

Become the operating system of all modern businesses

The world is constantly changing and innovating. We see a future where Aspire sets the standard for managing business finance.

**Mission**

Reinvent business finance to empower companies changing the world

We believe that great companies change the world for the better. We want to empower every company to be great.
We help Entrepreneurs to Change The World

by providing an all-in-one finance stack

Businesses are using scattered finance tools

Account Cards Transfers FX Loans

BANKS SOFTWARE

All-in-one Finance Operating System

VISA Google Pay

Expenses Payroll Budgeting Accounting Cashflow

NEW OLD OLD
Serving a New Generation of Entrepreneurs

and many more
Amazing Talent
We believe that A-players are 10x more effective than the average, particularly in dynamic environments like ours.

We *nurture and reward talent and results, not politics.*
How we define Talent

Cognitive Ability

A-Players

Values

Competency
Talent Density

The concentration of A-players who are intelligent, competent, and values-aligned, accelerating Aspire’s success and innovation.
Core Values & What It Means

- **Purposeful Excellence**: Striving for top quality, not settling for mediocrity
- **Radical Ownership**: Getting things done and always taking responsibility
- **Authentic Belonging**: Connect and inspire trust by being yourself
Core Values & Key Desired Behaviors

1. Push for Greatness
2. Dare to Dream
3. Dive Deep
4. Deliver Results
5. Default to Action
6. Above and Beyond
7. Speak your Mind
8. Help Out
9. Stay Humble, Be Kind

Purposeful Excellence
Radical Ownership
Authentic Belonging

We take a stand on values.
We choose in order to be chosen.
**Purposeful Excellence**

1. **Push for Greatness**
   - What it means?
     - We strive to deliver our best possible work, continuously reflecting on areas for improvement and valuing feedback as a gift to unlock our full potential.

2. **Dare to Dream**
   - We embrace ambitious ideas and innovation, aspire to solve difficult problems and not shy away from challenges.

3. **Dive Deep**
   - We seek to understand things fully, delve into the root of every topic, and challenge each other’s thoughts for greater clarity.
**Radical Ownership**

### 4. Deliver Results

**What it means?**

We set clear goals with a focus on achieving end results, and avoid excuses by taking responsibility when circumstances don't unfold as anticipated.

### 5. Default to Action

We hold ourselves accountable by setting clear next steps, aligning on delivery dates, and taking a proactive approach to updates and ship dates.

### 6. Above and Beyond

We maintain a customer-first mindset, aiming to deliver a wow experience by empathising and actively listening to understand client needs.
**What it means?**

We advocate the honest expression of opinions, questions, and concerns, and believe that debates should be won with better insights and facts, not bigger job titles.

We emphasise genuine care and teamwork to foster an inclusive work environment by understanding and respecting others, even when we challenge each other to forward the mission.

We uphold integrity and humility by building trust-based relationships with colleagues, and openly admit when we lack knowledge.
Aspire Way of Working
(Our success formula in Action)
Focused Alignment + Talents + Values

Goal Setting & Quarterly OKRs

Our OKRs are transparent:

- Full visibility into Aspire’s overall direction
- Encourages learning from each other
- You have continuous dialogue and feedback
We are dedicated to recruiting, onboarding and retaining *A players*.

*Emphasizing on Quality over Quantity.*

How we select *A Players*:

- SHL Psychometric Cognitive Tests
- Bar Raiser Interviews
- Structured tools (case study, questionnaires)
Alignment + Talents + Values

Benefits purposely designed to embody our values

- **Purposeful Excellence**
  - Training Subsidy
  - Intellect App Access

- **Determined Ownership**
  - Uncapped Flexible Leave
  - Flexible Workplace

- **Authentic Belonging**
  - Team Bonding Sessions
  - Location Offsite Events

Most popular among our employees!
Our manifesto is not just a set of words; it is a *living commitment defining our actions*, guiding our hiring, training, promotions, and other people’s decisions.
Thank you!

Wishing you a rewarding journey ahead!