

switch.

01_ **Why**

02_ **Our Values**

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Why_

Collective values shape organizational culture as a set of shared assumptions that guide behaviors.

We're expanding our team

So we need to set a guideline for the team to interact consistently with each other, with clients and with stakeholders.



01_ **Why**

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1. Simplicity

Switch stands for simplicity, as it is the shortest path to a solution. Because we don't try to overfit, we devise flexible solutions that adapt to unpredictable future challenges.

2. Selflessness

Cognitive diversity is always welcome, but when debating internally, we make sure to leave our egos outside. The idea that best serves Switch's interests will always win.

3. Ownership

It's never not our problem: we proactively approach challenges on our own. Here's the catch though: "with great power comes great responsibility".

4. Grit

We tirelessly work our way through challenges, failures, and adversity to achieve set goals. We do this because we understand that perseverance and passion—not intelligence—are the route for success.

5. Greatness

We don't just deliver, we make sure we exceed ourselves while doing so. We understand that going the extra mile leads to a positive mental attitude and builds loyalty around us.

6. Communication

We talk clearly, respectfully and honestly. We treasure transparency over BS, so make things easy for everyone and just speak your mind.

7. Focus

We mindfully choose continuous improvement over delayed perfection. This means we pragmatically prioritize tasks for maximum short-term output.

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