Values

How we look at what we do.

- People
  - People-centricity
  - Hire on potential
  - Invest in your team
- Work
  - Deliver your best work
  - Focus on performance
  - Use and share open tools
- Sustainability
  - Bootstrap businesses and products
  - Grow assertively
  - Give back
  - Create impact in the society and local community

People

People-centricity

Companies make more sense when their people are happy. Make sure everyone feels valued and cared for. Believe that by putting your employees first, your business will also benefit from it.

Hire on potential

Hire people with ambition to learn and grow, more than looking only to their current ability or past experience. And don't ignore cultural fit, since it will affect the candidate's full potential.

Invest in your team

Prepare your people for the next step in their career, even if that means they will leave you for new challenges. Don't hide people and invest in them, giving them full responsibility and freedom. Take them to clients, show-off their work and credit them properly. Save time for training and pet projects.

Work

Deliver your best work

Strive to deliver the best work you can make. Don't accept work you can't be focused on and excel at. Choose specific projects, technologies and markets you can perform in.

Focus on performance

Set realistic goals for each project and measure the outcomes. Sell value and results instead of features, both in consulting and in product development. Always assess the results and aim for efficiency and improvement.

Use and share open tools

Favour open tools that enable you to understand how they work. Give back by contributing to existing projects. Release internal tools, procedures or results that could benefit others.

Sustainability

Bootstrap businesses and products

Build on existing revenue. Don't build companies on unreasonable expectations and avoid quick-cash funding sources. Aim for sustainable revenue and profitability as soon as possible.

Grow assertively

You can grow companies, not only by gathering bigger projects and hiring more people, but also through certainty, efficiency and effectiveness. Plan for the long term, ensuring that your business is sustainable with your current business model and team.

Give back

We truly believe in collaboration to build an effective collective. Help grow the community around you, and all its members, to be sustainable. Take part in the community by sharing business opportunities, knowledge, resources, collaborating and advising all its members when you may be able to do it.

Sustainability

Create impact in the society and local community

Companies don't exist in a vacuum. We will be more capable if the community we are inserted in is stronger. We believe that creating impact on the society and supporting the local community will leverage our own Nest community and enable our vision, strategy and goals.