



Our Culture in Action.

How to bring our values to life in
your work, every day.

Hayden AI's
Value Book

March 2020

The future is ours to make.

This is our mantra and the mark of our difference—and by no accident. It's a decision: We choose, every day, to uphold our collective promise.

Our six cultural values make it all possible. The qualities inherent to our identity, they guide everything we do as individuals and as a global team: what we say, how we behave and engage, the people we hire, even the innovations we pursue. They allow us to act as one across all levels, engagements, and borders, take our plans beyond the boardroom, and ultimately deliver exceptional work to our customers.

Our cultural values are key to creating the future we imagine, and it's the responsibility of each of us to activate them. Understand them, breathe them, live them—to demonstrate, in and outside our walls, the spirit that makes Hayden AI so special. Live them to do work that is crucial for our customers—and lead in a way that is distinctly Hayden AI.



Dear Haydenites,

Hayden AI isn't like other places. There's a focus and drive you just don't find anywhere else. From the way we work together to the solutions we create, you can see it. You can feel it.

That's because each of you brings something special with you every day. A desire to solve complex problems, no matter what. An ability to challenge the norm and act on your ideas. And a passion for making a big impact on the world of technology.

It's that culture that sets us apart from our competitors and sets our way forward. Because it's so critical to ongoing success—for ourselves, our customers, and our community—we've defined the values that drive our culture, capturing here exactly what it means to act in a Hayden AI way—at every level, in every role.

Keep this book close as you work, learn, and grow. Keep our values even closer. Use them as your guide, as you pursue your future and help your customers to pursue theirs.

Sincerely,

A handwritten signature in black ink that reads "Christopher W Carson Jr". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

Christopher W Carson Jr
Chief Executive Officer

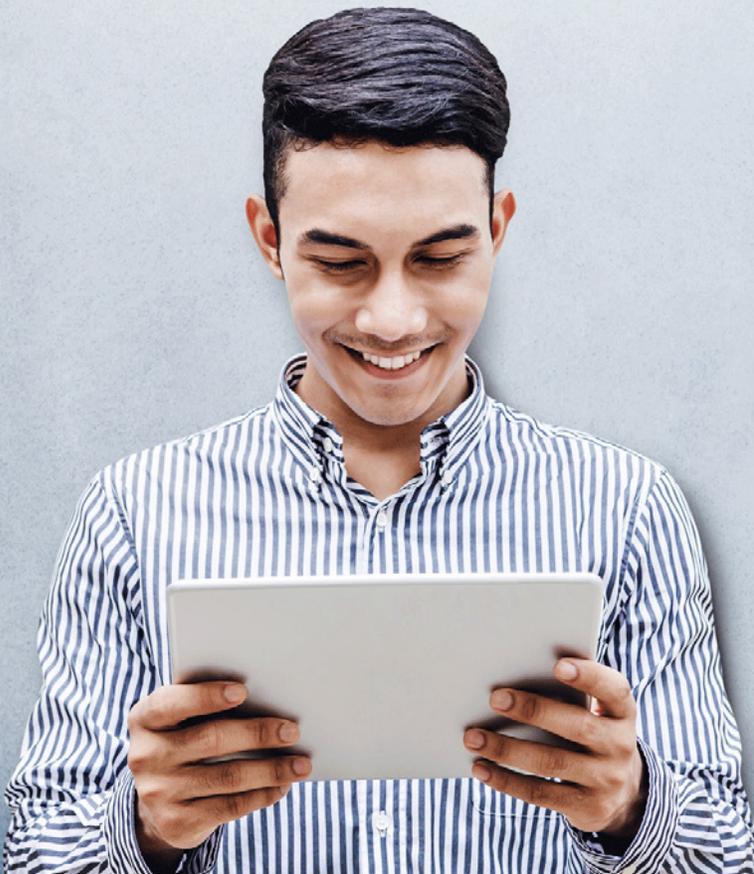




Customer Focus

The customer is our true north.

Our customers and partners delight powers our success; exceeding expectations is our core belief. No matter the project, big or small, we will deliver the highest quality to our customers. Every team member, regardless of position or tenure, clearly understands that the customer is why we are here—and that we place an unwavering focus on customer satisfaction.



Customer Focus in action

As a Haydenite, you must:

- Put the customer's priorities first.
- Always look for ways to deliver what a customer needs.
- Think beyond what a customer asks to provide the best advice and solutions.
- Be smart and innovative when figuring out what will work best for our customer.

When you're leading a project:

- Be proactive in your approach, providing advice that is in the customer's best interest.
- Provide the flexibility and resources necessary for team members to best meet a customer's needs.
- Encourage team members to challenge the status quo and push their thinking in order to achieve the customer's objectives.

If you manage a person or team:

- Lead by example, by doing what is right for the customer, not just what is right for Hayden AI.
- Ensure every decision—from staffing to recognition to new technologies—helps us keep the customer as our first priority.





Passion

A can-do attitude, with the enthusiasm and commitment to go the extra mile.

Everything we do at Hayden AI we do with passion—whether for our customers, our communities, or our organization. We have the commitment and drive to do whatever it takes to help our customers succeed, which in turn ensures the success of all our team members.



Passion in action

As a Haydenite, you must:

- Be a self-starter, with a positive, can-do attitude and drive to succeed.
- Aim to make a difference in everything you do.
- Bring genuine enthusiasm to everything you do: customer work; organizational and community initiatives.
- Work to maintain the growth and stability of the company.

When you're leading a project:

- Constantly motivate your team to achieve a common vision.
- Collaborate with your team to brainstorm solutions, no matter how big the challenge.
- Demand high performance from yourself and your fellow team members.
- Be positive and encouraging, even in the face of obstacles.

If you manage a person or team:

- Provide recognition where recognition is due.
- Create, clearly communicate, and drive your team toward a compelling organizational vision.
- Lead by example, by inspiring your team to put their all into everything they do.
- Unwaveringly deliver results.
- Demand high performance from yourself and your team.
- Be positive and encouraging, even in the face of obstacles.





Collaboration

Work together to achieve a common goal.

A cornerstone of Hayden AI's success is the interconnectivity of our team members and teams across different business units. Collaboration does not stay within the boundaries of a work group but extends to all parts of our organizational environment.

We believe that the keys to our success are strong relationships and teamwork across borders; the better we share knowledge and work together, the more we can achieve for our customers and ourselves.



Collaboration in action

As a Haydenite, you must:

- Openly communicate with fellow team members to achieve success.
- Share knowledge with and learn from your fellow team members.
- Leverage our global network to deliver the highest quality customer service.

When you're leading a project:

- Draw from your colleagues' expertise and ideas—across levels, functions, and borders—to achieve the objective.
- Encourage team members to participate in diverse activities that expose them to a variety of people and areas of expertise.
- Allow team members to take on a variety of roles within a team that help them hone their skills and grow their careers.

If you manage a person or team:

- Lead by example by sharing activities and ideas across different business units.
- Encourage and recognize collaboration.





Empowerment

Figure out how to get things done and make them happen.

At Hayden AI, we define ourselves by our ability to deliver results, so we always take the initiative to find new ways to get the job done. We encourage end-to-end ownership and recognition of good work. And because Hayden AI is entrepreneurial and fast growing, there are numerous opportunities to shape our roles and our careers.



Empowerment in action

As a Haydenite, you must:

- Take ownership of your work.
- Take advantage of the autonomy provided to you to get the job done.
- Welcome additional responsibilities that develop your skills and help you to grow in your career.
- Take advantage of job rotation and skill-strengthening opportunities.
- Bring structure to your work and take the action necessary to get things done.

When you're leading a project:

- Allow team members the freedom to do their jobs the best way they can, helping them learn from their failures.
- Create an environment that encourages ideas to come from everyone, regardless of position or tenure.
- Achieve a balance between allowing team members to make independent decisions and accurately responding to stakeholders' needs.

If you manage a person or team:

- Enable everyone to take responsibility for and ownership of their work.
- Encourage quick decision-making and agility at every level.
- Establish a results-driven environment.
- Create an environment that encourages ideas to come from everyone, regardless of position or tenure.





Transparency

Succeed through the open exchange of information, both positive and negative.

At Hayden AI, we believe the only way to ensure success for our customers and ourselves is to operate with complete transparency. Managers at all levels—from a newly hired supervisor, all the way up to the CEO—are approachable and open to ideas. We encourage our team members to listen to ideas and share feedback that can make us a better, stronger, more capable company.



Transparency in action

As a Haydenite, you must:

- Listen to and provide feedback to your fellow team members, looking for ways to grow from suggestions and criticisms.
- Be open to—and welcome—positive change.
- Maintain an open-door policy, speaking freely and exchanging ideas with anyone at any level.
- Provide clear information to fellow team members and customers.
- Keep customers accurately informed about delays, deadlines, and next steps.
- Be honest, both when things are going well and when they aren't, admitting mistakes and taking responsibility for your actions.

When you're leading a project:

- Encourage the open and honest exchange of information among team members.
- Listen to team members with an open mind and provide candid feedback.
- Clearly communicate new initiatives, actions, and future plans.
- Keep fellow team members and customers informed about a project's progress.

If you manage a person or team:

- Maintain an open-door policy, listening to the opinions and concerns of team members and managers.
- Be honest and clear about why things are happening the way they are or why they've happened the way they have.
- Remain in contact with team members and fellow managers about organizational initiatives and changes.





Integrity

Act with integrity in every decision we make.

At Hayden AI, we never compromise our integrity, and we make every decision accordingly. That means we acknowledge when something goes wrong, accepting responsibility and fixing the issue. And we value our colleagues' and customers' opinions and always treat them with respect.



Integrity in action

As a Haydenite, you must:

- Strive to always do what is in the best interests of customers, fellow team members, and Hayden AI.
- Be honest and upfront.
- Respect fellow team members, customers, and the community.
- Respect all opinions equally.

When you're leading a project:

- Establish an environment that fosters forthright feedback.
- Respect all opinions equally.

If you manage a person or team:

- Lead by example by setting an uncompromising standard for always doing what is in the best interests of fellow team members, customers, and Hayden AI.
- Look beyond revenue goals to achieve what is best for the organization as a whole.

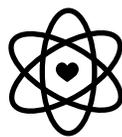


Cultural Values

Six reasons to get up in the morning; to demonstrate what it means to work the Hayden AI way.

As a Haydenite, these values will feel natural to you. Apply them to everything you do, to fortify our culture and connect with your colleagues worldwide; to tap into the power of our values in new ways.

The result? A strong future for Hayden AI, for our customers, for business—and an unrivaled edge over the competition.





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