

# SANA'S CORE VALUES

THE WHAT, THE WHY AND THE HOW



## WHAT ARE CORE VALUES?

Core values are the words we use to define our company culture and this guides us in our daily and long-term decision making. It aligns with the most important professional beliefs we look for in people. Our core values are most visible in how we behave within Sana, and they lay the groundwork for how we interact with colleagues, customers and partners.

## WHY ARE CORE VALUES IMPORTANT?

- They're our compass for making decisions.
- They provide a common language that clearly defines how to behave and what behavior to expect from others. They help us encourage positive behavior and provide constructive feedback for adjusting and preventing unwanted behavior.
- Defining our core values helps us recruit the right people who will likely feel at home at Sana and therefore can be their best self. Because sharing similar core values makes it easier and more pleasant to work together.
- Protecting our core values helps us maintain a great company culture while growing the global team.

## COMMON MISUNDERSTANDINGS ABOUT CORE VALUES

- Core values don't have to be unique in the world. There might be other companies with very similar core values.
- Not everybody has to be 100% aligned with every single core value. It's just important that there's enough overlap to feel comfortable in the Sana team and for everyone to enthusiastically work together (it needs to feel good from both sides).
- The core values will manifest themselves in different shapes and colors for different people. Some people are more introverted/extroverted, for instance, and that's ok! It's important to have a diversity of personalities making up our company.
- The core values may differ slightly across different offices — it's the heart of the message that counts.
- Words might have different meanings in different cultures. We try to overcome this by giving a more detailed explanation per core value.



## ENTREPRENEURIAL

ASSOCIATED WORDS: PROACTIVE / CURIOUS / OPTIMISTIC

Sana exists today because a few people had a great idea and brought that idea to life. Sana continues to grow and thrive because that same entrepreneurial spirit is still strong within the company.

### PERSONAL BELIEFS THAT ILLUSTRATE ENTREPRENEURIALISM

- I want to make a (visible) impact with my work.
- I like new technologies and believe they help us advance.
- I like to try new things.
- I take control of my own destiny.

### HOW TO BE ENTREPRENEURIAL AT SANA

- **Try new things** — even if we've tried it before and it didn't work. Let's find a way to make it work based on previous learnings. That's what we call a "let's-give-it-a-try mindset."
- It's OK to **make mistakes**, as long as you learn from them. You are encouraged to **take risks** now and then.
- Give yourself the freedom to **find your own way** to reach your goals.  
**No micro-management!**
- We value real-life experiments over extensive desk research. Talk to people, set up meetings, **take ownership** and make your goals come to life.



## COMMITTED

ASSOCIATED WORDS: LOYAL / PASSIONATE / ENGAGED / HONEST

No one said that getting achieving our BHAG would be easy! That's OK, though, because we're in it for the long haul. Through good times and bad, we stick together because we believe in our product, our promise and our people.

### PERSONAL BELIEFS THAT ILLUSTRATE BEING COMMITTED

- I go the extra mile for our customers.
- I keep my word.
- I have a strong sense of ownership.
- I enjoy coming to work.

### HOW TO BE ECOMMITTED AT SANA

- **Do what you're passionate about.**
- **Focus on helping our customers** — their success is the collective goal that keeps us headed in the same direction.
- **Be reliable. Show up** when you say you will and **follow up** on your promises.



## RESULT DRIVEN

ASSOCIATED WORDS: AMBITIOUS / PERSISTENT / NO-NONSENSE

We're an ambitious group here at Sana, there's no denying that. We set challenging targets and give our all to reach them. We also know that being result-driven is about more than just KPIs. It's about creating value and tackling challenges head-on.

### PERSONAL BELIEFS THAT ILLUSTRATE BEING RESULT DRIVEN

- I am a go-getter: I don't give up when something is difficult.
- I like new challenges because they help me grow.
- I always look for ways to improve — for myself and for the company.

### HOW TO BE RESULT DRIVEN AT SANA

- **Get enthusiastic** about ambitious goals.
- **Be proactive** about setting ambitious goals for yourself.
- **Be ambitious and coachable.** We always say "If you're good enough, you're old enough." Opportunities at Sana are based on performance, not age.
- Strive to **think critically** in everything. Just remember that you'll most likely be asked to take part in making the improvements you suggest!



## TEAM SPIRIT

ASSOCIATED WORDS: HELPFUL / FLEXIBLE / HUMBLE

Do you have fun with your team and enjoy making progress together? Sana is a team of enthusiastic, excited colleagues who look forward to making an impact each day – together.

### PERSONAL BELIEFS THAT ILLUSTRATE HAVING TEAM SPIRIT

- I enjoy working in a team, learning from the people around me and celebrating success together.
- I like to share the credit with the team, because I value team work and I understand there is no such thing as individual success at Sana.
- I am eager to help the people around me.

### HOW TO HAVE TEAM SPIRIT AT SANA

- Be a **team player** who is always ready to help.
- Have a **collaborative** spirit.
- **Say no to company politics** driven by self-interest.
- Be **servant leaders**, not power-driven managers.
- **Have fun** together! Bring your positive energy to social events, celebrations and after-work drinks.

