



# DomainGuard

CORE VALUES

VERSION 1.0



# Company Core Values

These are the core values we try to adhere to at DomainGuard. We encourage our employees to choose a value each day, and try to embody each value in interactions throughout the day. While it may seem cheesy, cliché, or obvious; we believe it's important to explicitly state our values. These values will change over time and we'll keep previous revisions of this document on our website.

## Core Value #1

### Relationships Are A Privilege

---

Respect the relationships of your friends, family, employees, clients, potential clients, vendors, and anyone you interact with. Treat relationships as a privilege and regard the time others give you, because we know their time could be spent elsewhere.

- Your clients can conduct business with any other company, yet they choose you.
- Your employees can work for any other company, yet they choose you.
- Your significant other chooses to spend time and build a relationship with you.
- Your pets don't have much of a choice, so we hope you take great care of them :)

Viewing relationships from this lens helps you appreciate and prioritize your existing relationships.

## Core Value #2

### Be Yourself, Trust Yourself

---

*"The whole problem with the world is that fools and fanatics are always so certain of themselves, and wiser people so full of doubts." - Bertrand Russell*

Time and time again we see the brightest and most humble of individuals are also the ones who are so full of doubt. Imposter syndrome is the term regularly used in technology and it runs rampant in the industry. I'm actually experiencing it right now as I write this document and here are some of the thoughts going through my head:

*"Will people think this is stupid? Can I really run a successful business? What happens if I fail? Who am I to tell people how to behave?"*

Thoughts are just that, thoughts. There will always be critics, the important part is that I had confidence to self-express and do what I thought made sense. If it fails, so what; we live, learn, and move on. Encourage employees to self-express at work and act as themselves. Trust your employees to make the right decision, communicate with clients, and encourage them to build long-lasting relationships.

- Experiment bravely with new ideas, even if it means you risk failing.
- Ask for forgiveness, not for permission.
- Foster a culture of confidence and belonging.
- Avoid perfectionism as it inhibits creativity, self-expression, and is often the enemy of action.

