

COYOTE CULTURE

A CLOSER LOOK

Trust, collaboration, social inclusion and a voice for everyone are the core foundations of Coyote, and we apply them to everything we do.

These core values feature heavily in the initial hiring process and our recruitment policy. You'll also find them throughout our onboarding programmes for new starters, as well as training for existing team players.

They're the fundamental values that emanate through communication, the way we operate, and the very brand itself.

**It's more than a set of values;
it's who we are.**

Our core foundations

TRUST

03-05

COLLABORATION

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SOCIAL INCLUSION

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A VOICE FOR EVERYONE

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TRUST



Ok, so we know trust is a pretty broad value, but it's the one common component in many of the things that help to make Coyote the business it is today, things like: flexibility, work ethic, time off and support.

None of these things – or the culture we've created, would be possible without **trust**.



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Working at Coyote has given me fantastic work-life balance and flexibility. I get to do a job I love with fantastic people at the same time as seeing my family and giving them what they need. A very family-friendly company with lots of people living the same ethos.

Helen

Head of UK Sales

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The flexible working policy has enabled me to work remotely from locations like Cyprus and Scotland. I'm able to explore a new country in my spare time while still working closely with everyone at Coyote during the week which is amazing!

Tsui

Midweight Designer



This isn't something we created overnight - we worked hard in the early startup days to create a supportive, honest culture and we've continued to develop these values which represent the very best of who we are.



Everyone's circumstances are different, so whether it's childcare, family responsibilities or other commitments, trust empowers the team to get things done without being a slave to the clock.

Ultimately, everyone has the flexibility to ensure that their working week is in harmony with home life.

Especially in the age of flexible working, where the lines between the working day and personal time can become blurred. So, everyone uses Slack to communicate their status throughout the week and let the rest of the team know their availability.

Whether that's during the working day or periods of DND, like on lunchbreaks or focus time, as well as encouragement to actively manage out-of-hours notifications and prevent work "stuff" from eating into personal time.

We promote the importance of taking regular time off to all teams and all people, to help prevent burnout and if we're honest, help to maintain a happy and harmonious team. Our annual leave scheme includes a generous holiday entitlement that increases every year you're part of the team, alongside a flexible carry-over policy.

But trust isn't just something we've added to a series of policies to make us sound cool. It's a core value that extends to everything we (and you) do. It means you get the flexibility to own and manage your own role and everything about it. Be that "how" you do things, "when" you get things done, and sometimes even "who" you work with.

Don't worry though; you won't be left to fend for yourself. The Coyote team are incredibly supportive and we've got some pretty cool guiding principles in place, to help you progress and succeed. Like the Coyote Progression Framework, which provides everyone with a set of department-specific benchmarks at junior, mid, and senior level. It's used to provide clear direction for quarterly reviews and has been designed to empower.



COLLABORATION



Being **agile** was inevitable as a small team in the early days of product development. We've worked hard on retaining that agility throughout our growth, and pro-active collaboration between departments helps the wider company to continue to work effectively in short sprints. It's a win-win for us - the regular feature updates keep clients happy, and everyone is motivated because we're always working on something new!

We make a real effort to promote **teamwork** from within, so the quarterly department events are in the hands of the teams themselves. We've had creative workshops, teambuilding events and some pretty imaginative presentations! Sometimes, teams opt for fun and use the time to build stronger working relationships through events like race days, mini-golf or good old fashioned socialising.

Collaboration has been essential to the success of our **OKR** sessions too. OKR stands for Objectives and Key Results and it's the framework that we base our success metrics on. By giving departments the freedom to set their own OKRs and collectively review their progress on a regular basis, we've experienced more effective collaboration between teams.

So regardless of role, department or seniority, we recognise that everyone has valuable insights to offer when given a platform for their voice.

Collaboration is the glue that binds us.

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The Progression Framework helped me to identify an alternative career opportunity at Coyote, and then transition from a support and training role to a more technical role within the professional services team – a positive move which I never anticipated when I joined in 2018.

Paige

Professional Services Consultant





SOCIAL INCLUSION

We hire based on ability; not exclusively on experience. This means we've got an incredibly talented team from many different parts of the world, with a rich diversity of backgrounds.

Social inclusion is one of the ways that we can make sure everyone feels like they're part of the team from day one.

But social inclusion isn't a tick-box exercise for us, nor does it extend just to "social" events. That's why we created an events team – empowering representatives from all teams and seniorities with the opportunity to organise company events and ensure that everything we organise is inclusive, to everyone.

The events team are actively involved in engaging everybody in the business, through many types of events. The lockdown era has heightened the importance of social inclusion, so at a time when feelings of isolation are common, our events team got creative with **activities to promote cohesion and connectivity.**

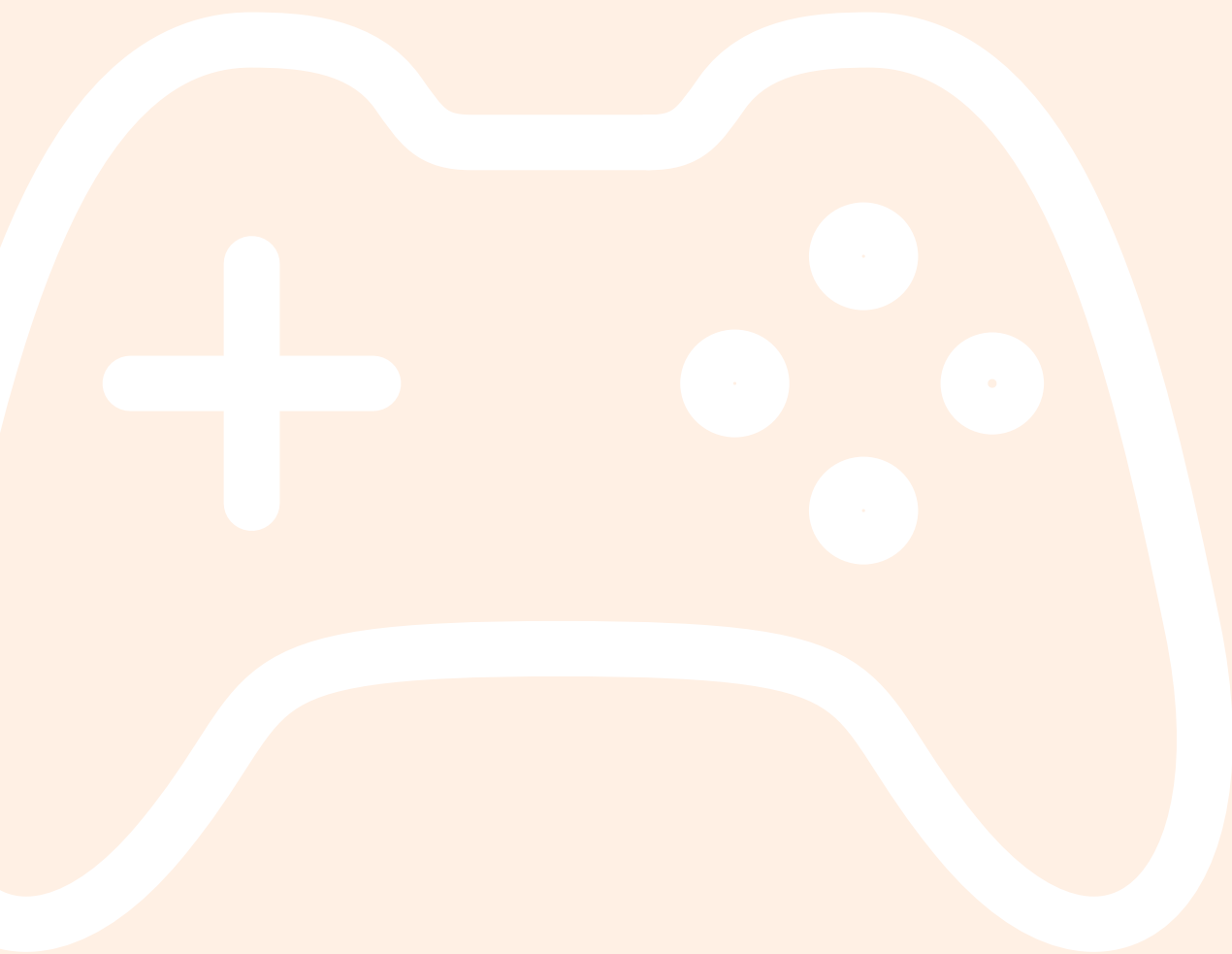
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We've raised more than £10k for Landaid through the charity events we've organised over the last few years, and the team here are ALWAYS keen to get involved in the next challenge!

Fred

Head of Marketing





ACTIVITY TIME

A casual, weekly get together, where we get stuck in an activity of some sort for 30 minutes. We've done bingo, Pictionary, MarioKart, quizzes and even an escape room.

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Activity time has been a welcome contrast to the new routine of working from home and coming first means that I've won myself a few Deliveroo takeaways!

Tristan

Data Services Manager



SOCIAL HANGOUTS

Exactly what it sounds like! Pre and post-pandemic, the team enjoy regular lunches, social drinks, crazy golf, badminton tournaments, darts competitions...and anything else that gets suggested!



WEEKLY CHALLENGES

These often have a competitive edge – sometimes that means walking or step challenges, sometimes that means competing in the National Fitness games, or taking part in Tough Mudder. Even in the fitness related activities, there's no room for elitists - social inclusion means that people of all abilities and ages can, and do, take part.

CLIENT EVENTS

A regular occurrence before social distancing was a real thing, and we always strive to include as many of the team as possible. Some of the best conversations have happened when you mix the room up!



LEARNING EXPERIENCES

Our recent Hackathon, for example, is proof that everyone is encouraged to participate. We had some great entries from our product and engineering teams, as you might expect from a tech company, but this Hackathon saw non-product teams collaborate on some pretty spectacular entries.



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Everyone at Coyote got really involved in the hackathon and the level of enthusiasm and creativity that people brought to the event was amazing!

Nick

Lead .NET Developer

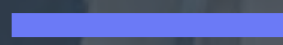


Social inclusion is encouraged from the top down too. That means everyone is encouraged to take part in regular departmental updates, and in the bigger company updates. The practice helps to build confidence and it means that everyone can keep up-to-date with what's happening outside of their team bubble. Win win!

In case we haven't mentioned events enough already, each department has one final quarterly objective – to run their own event. There's no fixed agenda; it's up to the teams to get creative/productive/silly/challenging/resourceful.



A VOICE FOR EVERYONE



We're a down to earth company. Yes, we know, everyone says that. But we've listened to the whole team since the very beginning and we've learnt that sometimes the **quiet voice is the one you should pay extra attention to.**

Some of our people have a real estate background, which has been a fundamental asset in understanding our clients' needs. Some of the team have a technology background, which has been critical in developing our market-leading product. Many other people in our team have brought experience and learnings from different verticals, which we've applied to our world and it's contributed to the product we have today.

We've worked hard on providing opportunities and platforms to ensure that everyone in the company has a voice; we rotate the daily and weekly departmental stand-ups to give everyone in the team a chance to contribute.

There are always regular spots on the company update for anyone who would like to talk about their team's progress or a personal achievement. It's not just an empty offer that's dominated by the same faces week-in week-out though; we offer coaching and practical advice to help develop confidence and the often undervalued skills needed to speak in front of others.

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Coyote has curated a culture that treats failure as an experience and does not point the blame when things go wrong - everyone in the team knows they can speak freely without judgement.

Jack

Lead UI Developer



officevibe

OfficeVibe is another third-party service we've implemented – this time to give the team an opportunity to provide anonymous feedback about the company and the way we run things. We've had some incredible suggestions that we've implemented as a direct result.



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Coyote doesn't let the traditional hierarchy create barriers; instead we're all encouraged to jump in and get involved where we feel passionate, meaning things can move really fast.

Laura

Head of Product



Slack is how we communicate here at Coyote and open channels provide a live commentary on what's happening with a particular client/release/team – and contributions are welcome from everyone.

We also offer more of an outward voice to anyone who wants to contribute to the company blog – on anything that means something to them.



Giving a voice to everyone is something we're continually working hard on and listening helps us to improve. Hearing feedback has driven us to implement some third-party services that compliment this core value. Services like Spill, who provide instant support for mental wellbeing. The entire team can access advice, one to one sessions, and even courses of support from qualified counsellors.