



*DO***C**ENTRIC
COMPANY
MANIFESTO

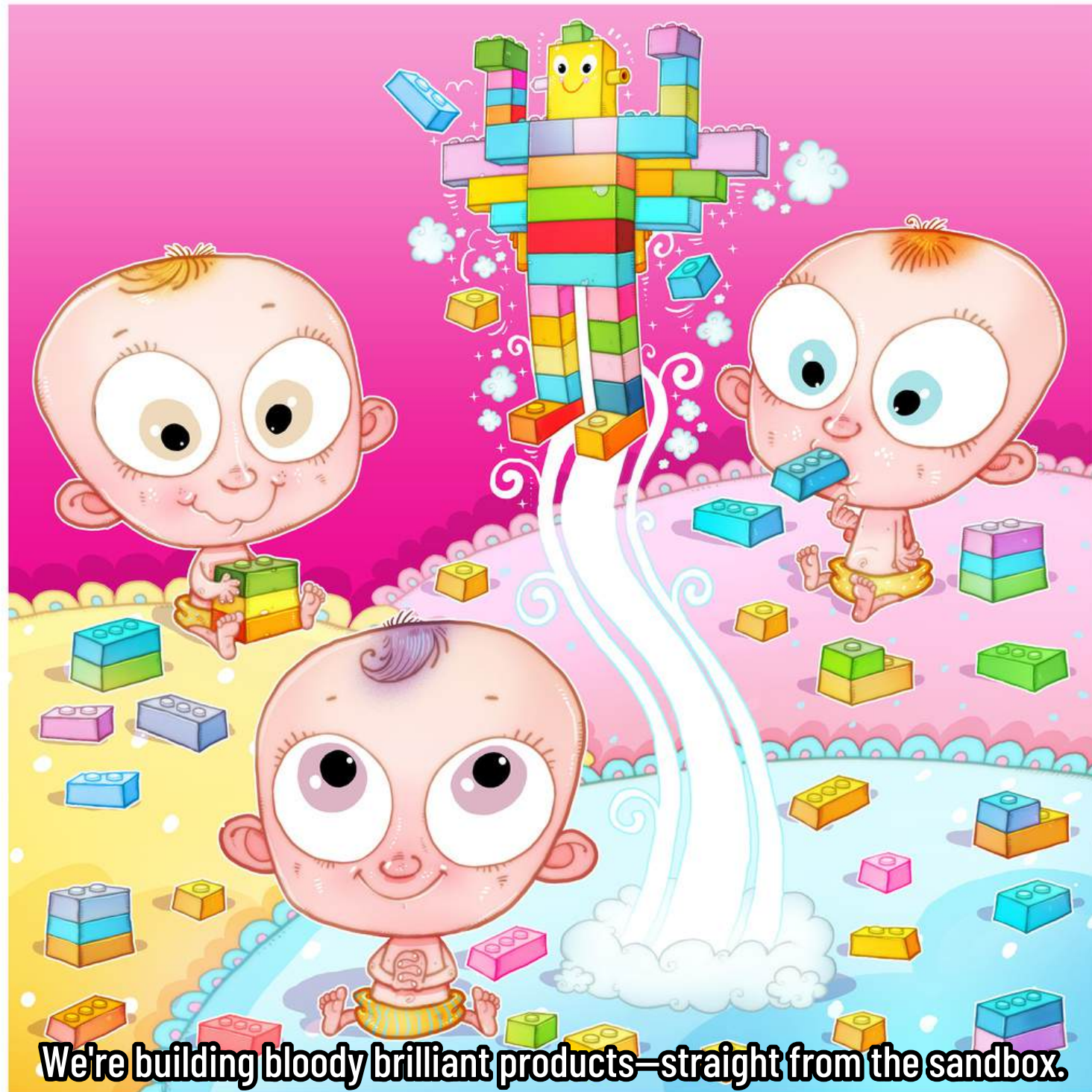
LIVING EXCELLENCE

- We are on a mission—we use our superpowers to sharpen edges around leading technologies to make our community shine.
- We are a team of professional and passionate people that aim for excellence in everything we do.
- We are excellent at creativity and fun too—the need for excellence does not make us robots; we use our creativity and passion to deliver great output time after time.
- We have expertise and competence, and work tirelessly to always improve them.
- We inspire others with our thirst for excellence.



STATE-OF-THE-ART PRODUCTS

- We are professionals with a passion for quality.
- We create products that make us proud and aim to leave a legacy in this world.
- Our products are exceptional. We strive to go beyond expectations and “wow” our customers.
- We put great thought into everything we create, with an eye for detail. We polish even the smallest rough edges and never release betas or half-finished products. Our software is always fully tested and ready for production.



We're building bloody brilliant products—straight from the sandbox.

WE ARE CUSTOMER- CENTRIC

- 100% committed to customer satisfaction and solving problems.
- Profit is not our main goal—we measure success by customer satisfaction, not deals. We'd rather walk away than have unhappy clients.
- We act in our customers' best interests, professionally and friendly. For example, if the free edition meets their needs, we won't push the full version.
- Our product is customer-driven, constantly improved through feedback and insights from our customers.



What we promise, we deliver—you can hella well count on that!

WE ARE MERITOCRACY

- We make sure every employee is rewarded fairly for what they contribute, promoting fairness and equal opportunities for everyone.



**Fair pay, equal opportunities, and sometimes
a reward to get your legs washed by your CEOs.**

BEING AN AUTHENTIC PART OF THE COMMUNITY

- We are passionate about our professional community. Our products thrive on community feedback. We proudly consider ourselves a community-first and community-driven MS ISV partner.
- We support the community with free apps and by participating in user groups and events as organizers, attendees, speakers, and sponsors.
- As active community members, we share our knowledge externally and encourage our employees to become influencers.
- We proudly power and organize the world-class annual Community Conference—**DynamicsMinds**.



Hi-ho, hi-ho, it's off to the community we go—
with free apps and DynamicsMinds in tow!

BEST PEOPLE = BEST COMPANY

A great workplace is an environment with rockstar team members. Our people have excellent work attitudes and are:

- curious and creative,
- eager to learn and proactive,
- team players,
- empathetic and humble,
- highly self-aware,
- ambitious,
- clever,
- responsible and accountable,
- fair.

We strive to have the right people in the right place to maximize their impact, carefully hiring high-performing individuals who possess not only great skills but also a strong culture fit.



Only freaking rockstars and superheroes!

FLEXIBLE AND FUN WORKPLACE

- We do our best work when we're comfortable and having fun. We support a casual environment, flexible working hours, and social activities that break up tough days.
- We encourage a playful mindset and foster an engaging environment through gamification and creativity.



WE ARE TEAM PLAYERS

- We always put the team's needs before individual ones.
- Our teams are connected with healthy, caring, and strong relationships.
- We are supportive, respectful, humble, and open-minded, always looking out for each other and making time to help.
- We value a psychologically safe environment where colleagues feel safe to speak up and share ideas.
- We share knowledge openly and proactively, and we value each other's time.
- We foster a positive vibe and don't tolerate toxic behaviors.

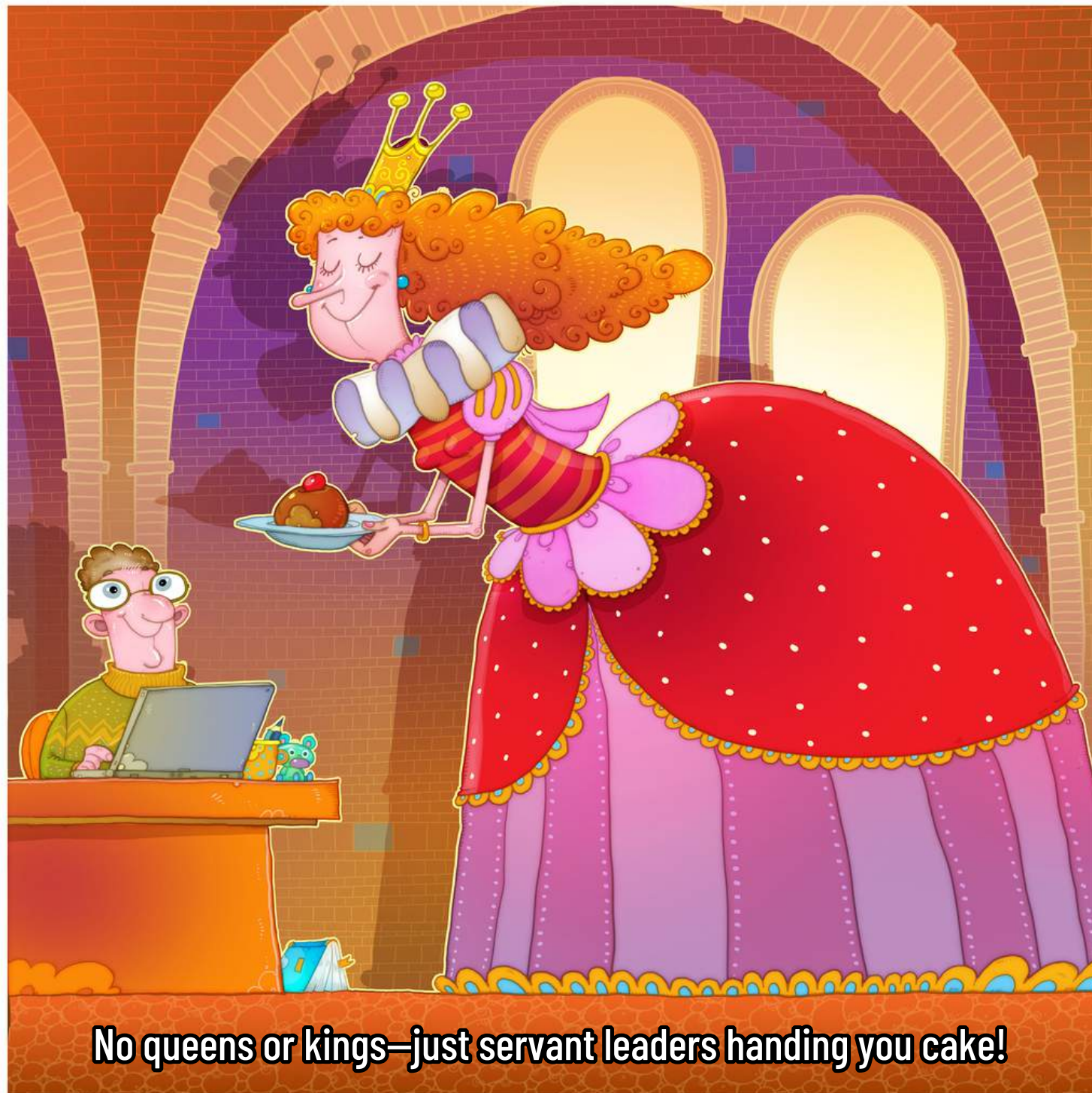


All for one, one for all—this is how we get shit done!

SERVANT LEADERS

We do not have bosses. Our leaders are:

- People managers and servant leaders who guide and help their teams grow.
- Genuinely interested in their team members, connecting on a human level.
- Supportive and empowering, helping teams do better work.
- Role models to the entire team with their behaviors, mindset, and attitudes.
- Company culture ambassadors, actively promoting a culture of feedback.
- Hands-on and engaged.
- Fun, humble, fair, acting with integrity, and showing vulnerability and empathy.



WE ARE A SOCIETY OF EMPOWERED PEOPLE

- We create an environment where employees have the autonomy and responsibility to make sound decisions without needing constant guidance.
- We nurture innovation and excellence by avoiding restrictive contexts. We want our employees to understand all aspects of the business, enabling them to come up with great ideas and make business-savvy decisions.
- We train all our employees to make wise decisions that align with the company's best interests, culture, and goals.



Value over time—results over busy work.

ALWAYS GROWING AND DEVELOPING

- We are a learning organization. We are curious and eager to learn, knowing our company's potential for innovation depends on our collective knowledge.
- We stay current with trends and technologies by continuously investing in our expertise and competencies.
- We proactively share interesting content with relevant groups to broaden our horizons.
- We see mistakes as a normal part of the job and always ensure we learn from them.



**The chicken among dinosaurs?
Just a stinkin' mistake—learn from it and evolve!**

SPEAK YOUR MIND

- We prioritize transparency and foster open, direct communication, sharing ideas and thoughts with intention.
- We believe in clear communication: being honest, kind, and to the point, without sugar-coating messages.
- We encourage assertive communication, ensuring it is respectful and impactful.
- We actively seek feedback and provide it in a constructive, honest manner, always being mindful of its effect on others.



THINKING OUT OF THE BOX

- We solve problems creatively, think outside the box, and generate new sparkling ideas.
- We build innovative and unique solutions that prove useful.
- We are open-minded, daring, and curious, always eager to explore and learn new things while taking calculated risks.
- We step out of our comfort zone to create a significant impact on our business and community.
- We encourage our people to spot opportunities for improvement and confidently take the lead by proposing them to their team.



Flip the hell out of the box!

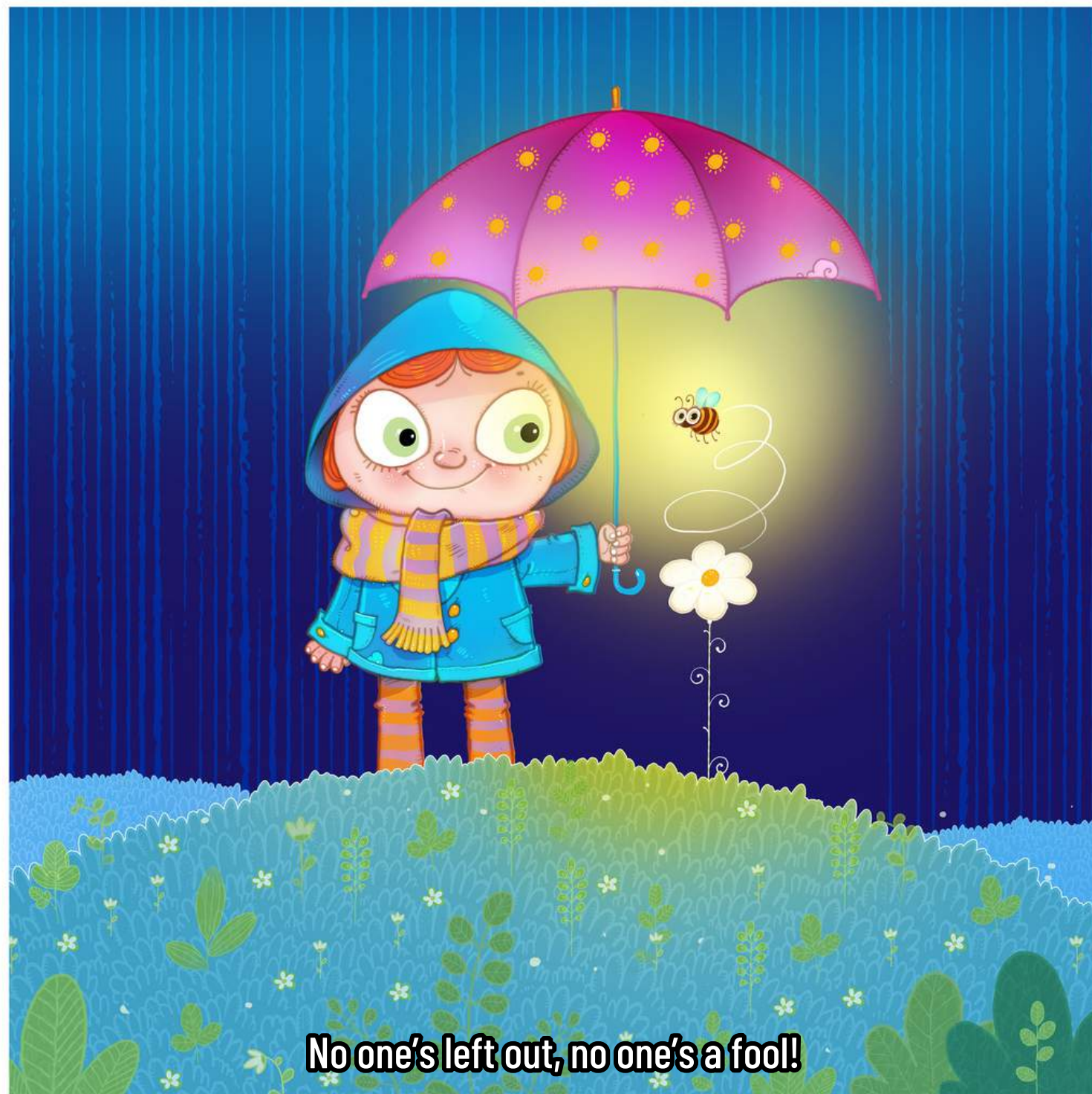
PEOPLE OVER PROCESSES

- We avoid introducing processes that create rigid paths, stifling creativity and innovation. We don't implement processes preemptively, but only when they genuinely benefit the company and make employees' lives easier.
- While we have an organizational structure, we don't rely on strict rules that must be followed blindly.
- Our employees are encouraged to improvise, navigate gray areas, and use sound judgment and common sense when making decisions.



WE CARE

- We wholeheartedly embrace the principles of diversity, equity and inclusion, ensuring everyone feels accepted and respected. We offer equal opportunities for all, regardless of background or identity.
- We prioritize employee's well-being, listening to their needs and acting accordingly.
- We have zero tolerance for harassment and ensure a safe, discrimination-free environment.
- We promote an atmosphere where each team member's uniqueness is valued, and everyone has the freedom to be themselves.
- We do business fairly, support just causes and demonstrate social responsibility.



WE TREAT THE COMPANY AS OUR OWN

- We aim to conserve company resources where appropriate, encouraging employees to use common sense in their decisions.
- We seek to add value in everything we do, constantly asking ourselves how we can contribute to the company's success. We always focus on important work first.
- We take full ownership of our work. We are committed, own up to our mistakes, and ensure things get done.



DOCENTRIC

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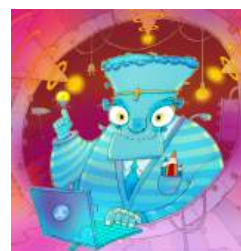
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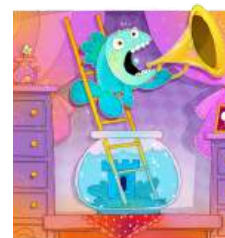
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