



Our values are more than just words on a wall.

Our values.

You've probably worked at a company where you heard the vision, mission statement and values once or twice. They were cloaked in corporate jargon, and only dusted off once a year when it was performance review time. Maybe there was a poster of them somewhere.

Our values are more than just words on a wall.

We expect that everything people say and do is in line with our values, even if it's grabbing coffee for your co-workers (you're owning that trip to Tim Hortons, after all.)

That's why everything in this handbook fits into those values. They can tell you almost everything you need to know about working here.

Drumroll please...

Own it.

You take ownership of everything you do, and approach work with passion. You recognize when others need assistance and step in to help. You care about what you deliver to co-workers & customers, and your commitment to awesomeness is non-negotiable.

Challenge Everything.

You are a game changer, challenging yourself, the industry and technology. Status quo is not an option. You believe in continuous improvement and your ideas are relevant and timely. You are respectful and constructive when you challenge others. (challenge ideas, not people) You are open and receptive when people challenge you.

Be Creative.

You are passionate about how we can evolve, and see the big picture when you pitch ideas. You use imagination and your ideas bring something special to your work. You participate in group brainstorming and encourage others. You make space for everyone's ideas. You love to create things that are both beautiful and functional

Build Relationships.

You go out of your way to form great working relationships with your co-workers, acknowledging and respecting different styles. External customers/partners needs are top of mind for you. You are great at creating long-term relationships as a trusted advisor (where applicable). Your vision for You.i TV is a of rock band, not individual rock stars.