

The Fire Engine RED Way

Our “Simply Better” Company Culture

“Fire Engine RED is sort of a ‘Google meets Apple yet no one gets stabbed in the cafeteria’ sort of place.”

– Jens Larson, uofadmissionsmarketing.com

What We Value

- Simplicity
- Good Design
- Innovation
- Client Service
- Teamwork

Simplicity

“Simplicity is the ultimate sophistication.”

– Leonardo da Vinci

That's why we've simplified, well, **EVERYTHING** ...

... from our website to our employee handbook to our client reporting.

The result: Happier team members and happier clients.

Good Design

“Design is not just what it looks like and feels like.
Design is how it works.”

– Steve Jobs

Good design should help people be more productive,
more energized ...

... AND leave them **feeling delighted** about the experience.

“It’s not enough that we build products that function ... we also need to build products that bring joy and excitement ... to people’s lives.”

– Donald A. Norman, Director of the Design Lab at University of California, San Diego

We've found you don't need an **Apple-sized budget** to create a **design-centric culture** ...

... what you DO need is a commitment to good design that starts at the top.

Innovation

We believe that good is never good enough.

And we love being “**misunderestimated**” by the competition.

While other companies commoditize products ...

... we customize them ...

... because we know one size DOES NOT fit all.

Just because something hasn't ever been done,
doesn't mean it cannot be done.

We started as a 100% virtual company in 2001...

... before “working remotely” was cool.

We began offering web-based software in 2002 ...

... long before the “cloud” became a buzzword.

We adopted Responsive Design in 2012 ...

... a year before Mashable called 2013 the “Year of Responsive Web Design.”

And our latest and greatest innovation ...

... Fireworks, the first **design-centric**, admissions CRM that looks and feels like a **consumer product**.

Fireworks has revolutionized the whole idea of what an admissions CRM should be.

“When you are finished changing, you’re finished.”

– Ben Franklin

Client Service

We are completely **dedicated** to our clients ...

... and we always act in their best interest.

We empathize with them ...

... we're proactive and respond quickly ...

... and we always have their backs.

Our goal is to **wow our clients**, again and again.

Our favorite word is YES.

Teamwork

We believe that teamwork makes the dream work.

Being a 100% virtual team provides us with a huge competitive advantage:

We're able to hire top people no matter where they live.

We have no office politics because we have no office.

We don't have cliques, because everyone clicks.

We're open, honest, and transparent with each other.

There's No Glass Ceiling

Tech firms are often accused of having a **lack of diversity** ...

... not this one.

Fire Engine **RED** is one of the few technology companies that's **majority-owned by a woman** (who's also the CEO).

And the company's female-to-male ratio is nearly 50/50.

Also, 25% of our team members were born in countries other than the United States.

... and 28% of our team members speak a second language.

What It Means to Be a “REDhead”

A REDhead, of course, must be talented. But being talented alone isn't enough ...

... he/she must be a talented team player.

A talented team player is ...

- Trustworthy
- Empathetic
- Conscientious
- A self-starter
- A problem solver
- A great communicator

... and has exceptional judgement.

A talented team player ...

... thinks like an **owner** and not like an employee.

A talented team player ...

... **shares** praise and **owns** his/her mistakes.

“There is no delight in owning anything unshared.”

– Seneca

A talented team player ...

... acts in the **best interests** of the company at all times ...

... so when something doesn't seem right, they **speak up**.

The more talent we have, and the more we assist each other ...

... the more we can accomplish.

Productivity is measured by **output**, not input ...

... we don't measure people by how many hours they work.

Rather, we care about the things they've helped
create, and the problems they've helped **solve**.

We help *each other* to be great.

Our goal is to **empower** our team members to do their best work.

We don't want team members to feel like they're competing with each other ...

... so we don't rank team members against each other.

In fact, we encourage team members to applaud each other.

The REDcognition Program is a way for team members to thank one another for outstanding performance, dedication, and commitment.

“What's most important is that people are intellectually humble, willing to admit when they're wrong, and care about the environment around them.”

– Laszlo Bock, Google's Head of People Operations

“You don’t have to be an introvert or extrovert. It’s about a willingness to communicate, a desire or passion for what you do; a passion to constantly get better at what you do; being able to take criticism well.”

– Steve Smith, Github

The Fire Engine RED Social Network

Even though we are 100% virtual, we still find many ways to **bond and have fun** as a team, including ...

Fitbit Walking Group

FEReaders Book Club

And we “Yammer” all day long!

We make sure to get the **whole team** involved with ...

Watercooler Buddy Chats ...

... a one-on-one “get to know each other” chat between team members who don’t normally interact.

REDuce Your Bills Day ...

... a day dedicated to trading tips on how to reduce bills. Our team collectively saved **\$25,000+** annually by the end of the day!

Donation Drop-off Day ...

... a day dedicated to donating items to charity.

And the highlight of the year is our **annual team meeting** in an inspiring setting, where we spend three days working together and having fun.

In Closing ...

... our culture is what makes us a “**simply better**” company!

Want to know more about Fire Engine RED?

Visit us at www.fire-engine-red.com