

**The Fire Engine RED Way:**  
Our company, our values, and our culture.

(And, what it takes to be a Fire Engine RED team member.)

Our company.

We're a 100% remote company that's been operating with no central office since we were founded in 2001.

In fact, we were one of the first all-remote companies in the U.S.

Source: [FlexJobs](#)

And we [wrote the book](#) (coming in October 2019!) on how to **set up, lead, and manage** a successful virtual company.

Our company has 80+ team members spread across five countries and 26 states.

Our team members *stay with us.*



In fact, 41 percent of our team members have been with us for five years or longer ...

... and we have an annual employee retention rate of 92 percent.

Our values.

We're a values-driven company.

## Here's what we value:

- Trust
- Integrity
- Fairness
- Empathy
- Teamwork
- Simplicity
- Good design
- Innovation
- Client service
- Grit
- Wellness
- Gratitude

Trust.

We trust each other to do the right thing because it's the right thing to do.

Integrity.

We're honest, authentic, and transparent.

## Fairness.

We treat others with fairness and respect, and we believe in opportunity for all.



## Empathy.

We put ourselves in others' shoes, and try to see things from their perspective.

Teamwork.

We believe “it takes a team” to do our best work.

Simplicity.

We strive to simplify everything we do.

Good design.

We believe good design is good business.

## Innovation.

We're committed to continually improving our offerings and believe that "good enough is never good enough."

## Client service.

We strive to “wow” our clients and to exceed their expectations again and again.

Grit.

We don't get discouraged by challenges and setbacks;  
we're resilient and stay focused on our goals.

## Wellness.

We believe a healthy and happy team is a productive team.



## Gratitude.

We appreciate our co-workers, and our clients, for contributing to the success of our company.

Our culture.

We celebrate diversity.

17% of our team members were born in countries other than the United States ...

... and 22% of our team members speak a second language.

There's also **no glass ceiling** at Fire Engine **RED** ...

... in fact, our founder and CEO is a **woman**.

Our team is comprised of approximately 50 percent women and 50 percent men ...



So it makes sense that our **leadership team** is 50/50 as well.

All three of our vice presidents are **women**, as are **36 percent** of our directors.

Women also hold **75 percent** of the leadership positions on our software development team ...

... and this makes us especially proud, because the technology field is largely dominated by men.

We're *always connected*, even though we're miles apart.

We use dozens of collaborative tools.

Our favorite is **Slack**.

On *Walking Wednesdays* everyone goes *outside for a walk*, and calls into a conference number for a fun discussion on an interesting topic.



Every other Friday, we have the **SS Feed**, a call where our CEO updates us on everything happening across the company.

We have internal “**pep rallies**” to celebrate our successes.

We also have **March Madness** and **Fantasy Football pools**. (There's no money involved, just bragging rights.)

And the list goes on and on ... Election Challenge,  
anyone?

We're committed to providing our team with  
**work-life balance.**

Everyone gets **three weeks of vacation** to start ...

And after 10 years, our team members get **five weeks**.

Plus, there's **no accruing** vacation time – employees gain access to all of their vacation days at the start of each year.



Our team members can take up to three hours of unspecified “out time” per day WITHOUT using vacation time.

**Out time** can be used to go to the gym, take a yoga class, volunteer, pick someone up from the airport, have a long lunch with friends ...

... as well as for **child-related activities**, such as driving kids to school, sports practices, and other events.

This is why we sometimes refer to our **out time** policy as our **“No Child Left Behind”** policy!

We offer **unlimited sick time**, and we don't make a distinction between physical and mental health.

We also offer a progressive and generous **family and medical leave policy**. Our employees receive:

Two months of paid leave to welcome a baby (both moms AND dads).

One month of paid leave to recover from an injury or extended illness.



One month of paid leave to care for a family member (team members define who's "family," not our company).

And we provide **generous and flexible paid time off** for bereavement, voting, jury service, and any unforeseen “life happens” events.

What it takes to be a Fire Engine RED  
team member.

You're talented, experienced, and highly skilled, of course. But that's not all.

You think like an **owner** and act in the best interests of the company.

You have exceptional judgment, are self-motivated,  
and take initiative.

You're willing to **step outside your comfort zone** and take on new challenges.

You're an effective communicator and a team player.



You acknowledge and **own your mistakes**, and you **speak up** when something's not right.

And you believe that the more we help each other,  
the more we can accomplish.

In closing ...

Our **team members** and our **values** define our **culture** ...

... and 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](http://www.fire-engine-red.com).