



**WHO  
WE  
ARE**



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When Enabled started, who could have known how the web would completely reshape media, redefine industries and change our world? In building our first batch of websites, we had no courses to understand the tech or instructions on how to craft solutions. Even so, our journey of discovery was always exciting.

Enabled is still on this journey. Who can know the impact of machine learning, blockchain, AI, AR and VR? Yet the unknowable means limitless opportunities in front of us, and this still excites me.

The unknowable also means uncertainty. We need to craft a special team of people who can relish this way of life. So we've designed this book to help communicate our shared values that shape how we work, how we see the world, the way we interact with others, what inspires us and where we want to go.

- G R A N T H U L L

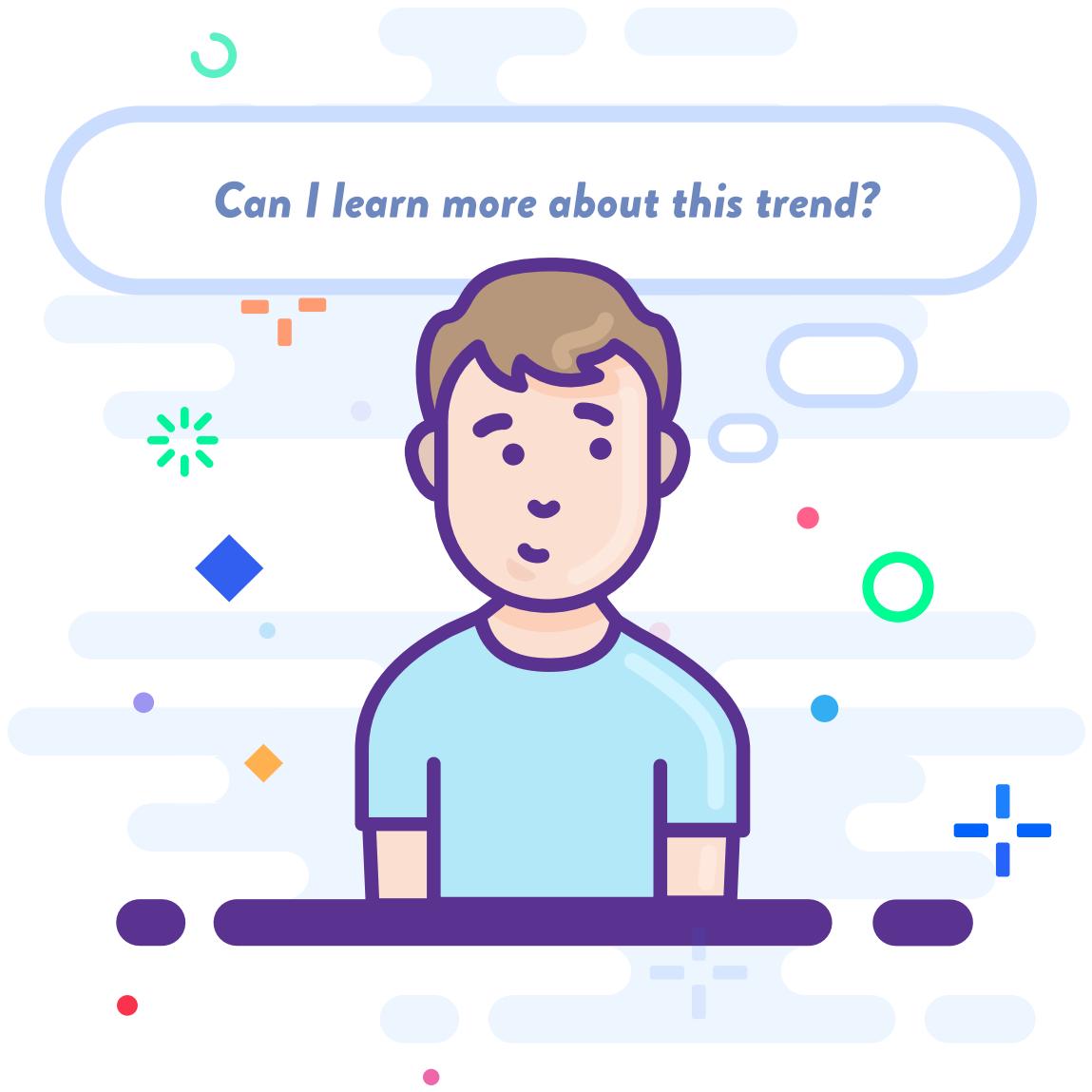


# EXPLORERS

*Curious by nature, we are always searching for new questions and answers.*

The future of technology is ever-changing and we are excited by the possibilities that this change can bring. To stay at the forefront of new developments, we must be actively involved in the conversations that are happening in and outside of our industry.

We desire to build on our knowledge by asking questions, gathering information, sourcing expertise, and sharing what we learn with others. We have inquisitive minds and use our resources to find new, exciting problems to solve.



*Can I learn more about this trend?*

# I CAN:

- Read industry blogs
- Open source our technologies and code libraries
- Find ways to implement new tools and processes
- Research, experiment, tinker and play with new ideas
- Collaborate with others
- Network and build new meaningful relationships



# INVENTORS

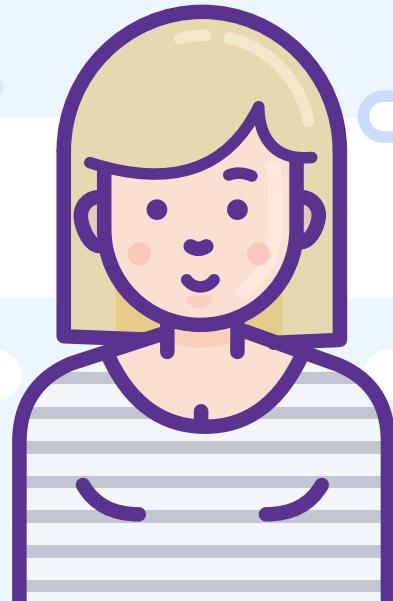
*We are determined to find better ways of doing things.*

Our inventive approach to solving big challenges helps us build a reputation as Thought Leaders in our industry.

We are driven to investigate problems and take actions that will help us achieve our desired outcomes, by showing grit and determination in everything we set out to do.

We are successful in using what works now, while also applying fresh thinking and new ideas to create innovative solutions.

*Can I step up and solve this problem?*



# I CAN:

- Identify and anticipate where problems can arise
- Recognise the right problems to solve
- Research and test different methods and designs
- Learn from our experiments and share my learning with others
- Challenge myself to find better ways of doing things



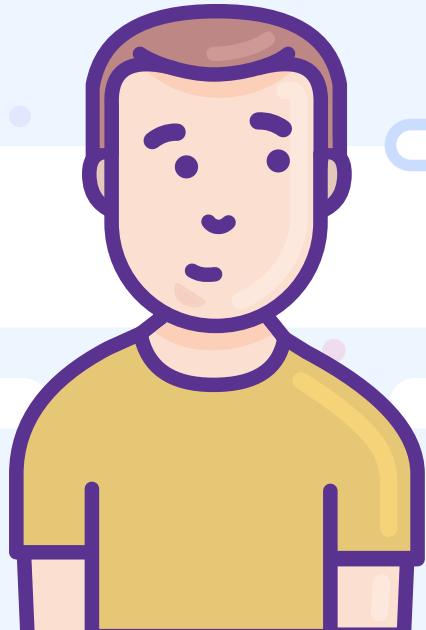
# CRAFTERS

*Our work reflects our passion because we love what we do.*

We give our craft the highest level of care and attention to detail. Doing what we love and seeing our efforts come to fruition gives us a real sense of achievement.

By channeling our passion and drive into creating high quality work, we can establish Enabled as a source of excellence and technical mastery.

*How can I take this work to the next level?*



# I CAN:

- Be intentional in what I'm creating
- Review my work and strive to do better each time
- Critique and analyse what makes other products and services great
- Create tools to help us build higher quality products
- Craft the experience with our clients to be the best it can be



**Together we can achieve collective success.**



# COLLABORATORS

*Together we can achieve collective success.*

Our team is built on trust, respect for one another, and confidence in our abilities to always improve ourselves.

We foster a positive working environment and are mindful of maintaining a healthy work and home life balance. This ensures we can recharge when we need to and focus on the tasks at hand.

Everyone is here to do their best, bringing enthusiasm and a sense of responsibility to the table.

*What can I teach others?*



# I CAN:

- Treat others with compassion and respect
- Ask for help when I need it
- Avoid blaming others when there's a problem
- See feedback and criticism as an opportunity for personal growth
- Give constructive feedback to team members as well as clients
- Teach and share my knowledge with others
- Learn as much as I can from my teammates
- Help build vocabulary and shorthand to aid communication



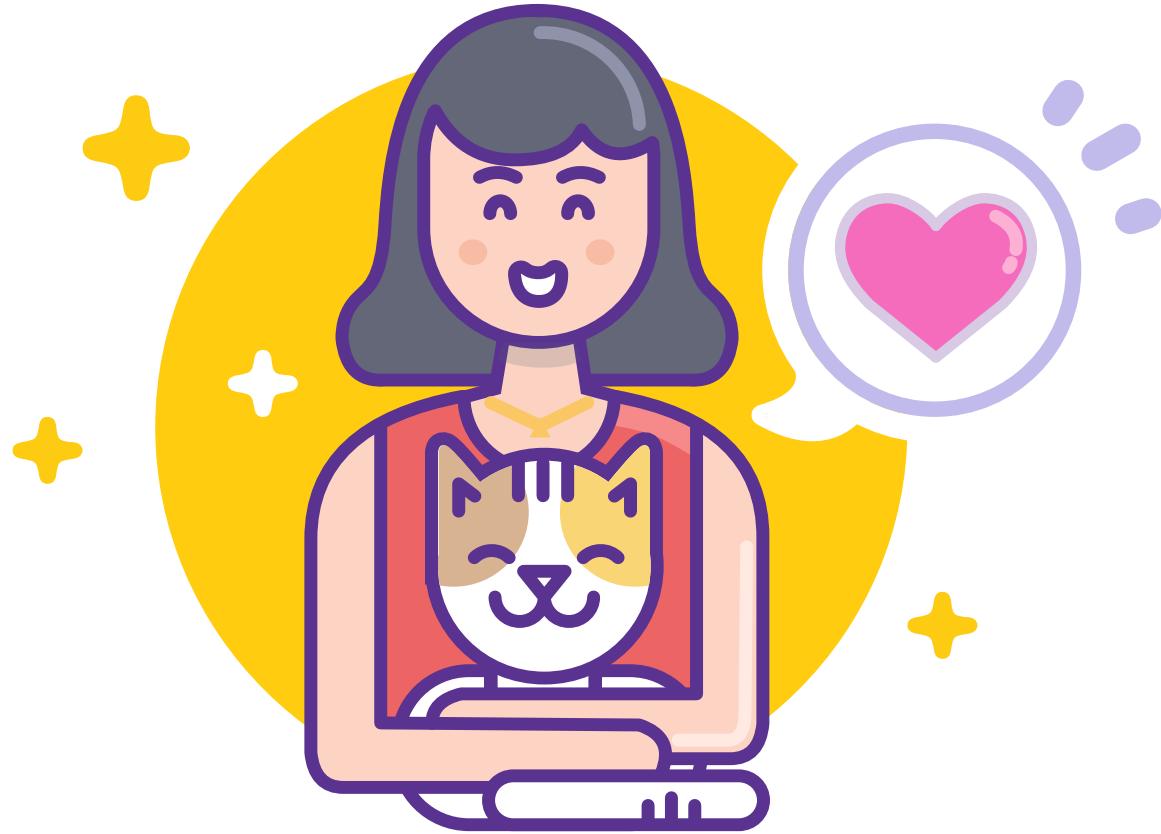
# INFLUENCERS

*We use our influence to drive the change we want to see.*

We are in a unique position to help those seeking our expertise make sense of the digital world.

Our different perspective and thinking can influence people towards better outcomes for not only their business, but also their customers, the industry, and each and everyone touched by our work.

With our respected reputation, we strive to be forthright in explaining this difference. To be a positive influence and catalyst of change, we give our best and give back where we can.



# I CAN:

- Connect with other industries that can benefit from our expertise
- Share my skills and knowledge with others
- Build positive and meaningful relationships
- Give speaking presentations, run workshops, participate in forums
- Develop new industry standards and promote better methods
- Lead by example and model positive behaviour



*The future is not a destination - it is a direction.*

- ED CATMULL, CREATIVITY, INC

