



Radically  
Digital

WELCOME TO

**RAD Culture**





## **We're a fast-growing tech company with an open and collaborative culture.**

Here at RAD, we focus on a collaborative, social culture that is inclusive, supportive and challenging. We truly believe the happiest people deliver the best work, so we take extra good care of our team.

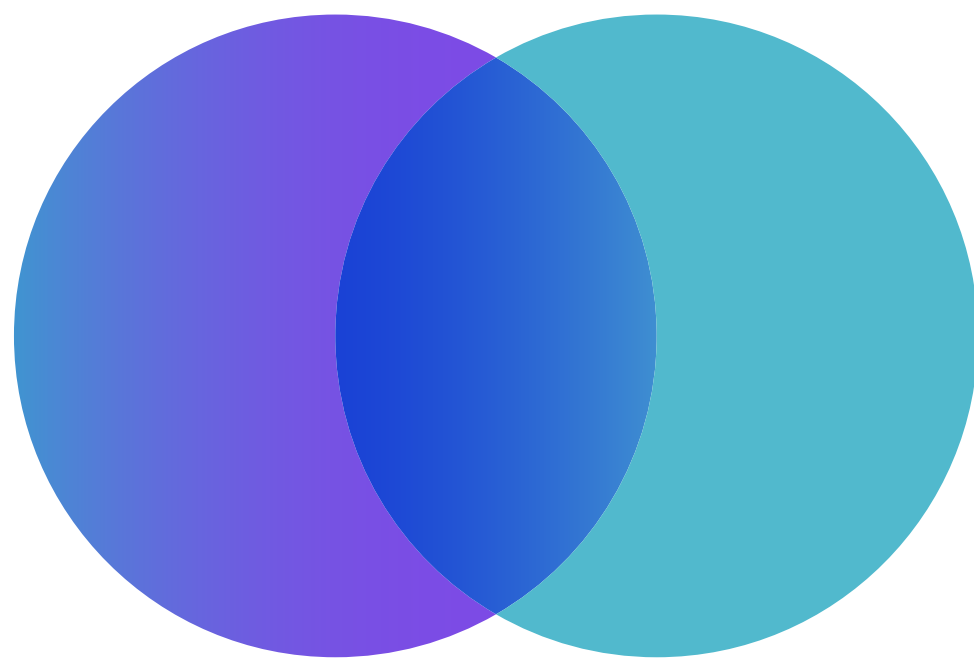
We're a **people-first** company, meaning we value each individual's input and consider the potential impact on our people in every decision we make. However, while our people are empowered to make and contribute to decisions, not all decisions can or should be made by a majority or committee vote.

Our leadership core evaluates the best possible outcomes and acts in a way that best serves the team as a whole. We are passionate about building a company around our people rather than in spite of them.





**What makes us RAD  
is simple – we uphold  
our three core values:**



# Inclusion

We know that great ideas can come from anyone. Whether it's in our recruiting, our work with other Radicals or our collaboration with our clients, we believe inclusion is a fundamental key to success!



# Curiosity

We approach every challenge with the curiosity of a 5 year old. Baking that hunger for learning into everything we do.



# Impact

Impact to us is about initiating new ideas, being proactive and finding better ways of doing things. It's about being effective, efficient and prioritising value. Being someone others can count on, speaking up and showing passion for what you do.



**Every person at RAD is an expert in their field and holds an integral role in our team and on our client's teams.**

01



# Resilience

Consulting isn't for everyone. It is a challenging but rewarding career. We won't sugar coat it, there will be difficult projects as well as fun and exciting ones. But that variety is what our people thrive on.



02



# Impact

We welcome people from all backgrounds and walks of life, but we are transparent about wanting to keep only those who make a big impact. It's about initiating new ideas, being proactive, getting involved, finding better ways of doing things, being someone others can count on and speaking up and showing passion for what you do.



03



# Communication

We foster a concise, clear and effective communication style. We solve challenges from a place of understanding and calm, rather than being reactive. We are open, honest and transparent with each other and our clients.



04



## Open Feedback

We are an egoless team. Each person is treated with respect, fairness and patience. We give credit where credit is due and are not afraid of giving or receiving constructive feedback. Integrity in feedback is key – having a person's best interests at heart while being firm and fair.



05



# Diversity

We seek to hire, develop, and retain the most talented people from all backgrounds without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status. Our team is built of people from all over the world, so we celebrate everyone's uniqueness. We seek to play at each other's strengths, understand viewpoints and use them to RAD's advantage, putting away personal differences.



06



## Value People

As we scale, we've put processes in place to better support our people. However, processes should never trump people. Processes are there to guide and should always be viewed in the context of the situation at hand, in order to best support our team.



07



# Collaboration

We encourage teamwork and adaptability at every stage. We speak up honestly and with kindness even when it's uncomfortable. We show up for each other when support is needed.



08



## Autonomy

We give our people a lot of freedom and trust them to work in the best interest of RAD. We want our people to feel empowered to solve problems and make an impact as they see fit, to spot challenges early and deal with situations confidently.



09



# Authenticity

We bring our authentic selves to work. No one else can do your work better at RAD. Everyone is here based on merit; they bring a unique set of skills and experiences and that's exactly why they're part of the team.

10



## Growth

Everyone at RAD is in charge of their own career development and we're all here to support that growth. We see every interaction as a learning opportunity and a chance to improve. We inspire each other, challenge each other and know when we need to push each other. At RAD we organise socials, training and networking sessions.



11



# Loyalty

Loyalty is valued by everyone at RAD. It provides a sense of stability. We recognise our people are human and will sometimes have temporary dips in performance. We will give leeway for those who have had a solid track record in the past. Similarly, we ask employees to stick with RAD through any short term dips or growing pains.



# The People–First Tech Consultancy





**In exchange for your contribution to RAD's growth, we as a company are committed to providing our people with:**

# Stimulating challenges

Giving you opportunities to contribute and make an impact even outside your immediate speciality.

# Mental health support

Because it's ok not to be ok.

# Compensation

A compensation that remains competitive in the market.



# Recognition and reward

For those high-performers  
who really make an impact.

# Digital nomad opportunities

For the travellers and sun chasers of the  
bunch, we offer digital nomad opportunities  
– because Oliver & Bobby both agree that  
work is always better with a beach.

# Work life balance

6pm is cut off time.

# Flexible Hybrid Working

We believe that collaborating in person leads to the deepest understanding of our clients, projects and teams so we encourage people to work on site regularly. You can work from home when in person isn't necessary.





## As an agile company...

... inspecting and adapting is part of everything we do. We understand that the world is always changing and so are our people, clients and processes.

So in the same spirit, we are aware this document must be a living document which must change, mold and adapt as our company and people do.

We make it a priority to listen to our people and take rapid actions that benefit the individual but also make the whole Rad team more effective understand our responsibility and take ownership of outcomes.





**Radically Digital**

THANK YOU.