



Values | Playbook



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At Cribl, our aim is to be the place where you do your best work so we can deliver on our mission to help enterprises unlock the value of their data.

We are building a generational company, and our people (aka Criblanians, Criblers, and Goats, to name a few) power everything we do, from building and launching innovative products to delighting our customers and inspiring each other to do our best work.

Cribl culture is not your average tech culture. So we built this playbook to help you navigate our internal Criblverse. Our hope is that this serves as a guide to our values in practice - what they mean here and what they don't. We need your help in living what makes Cribl, well, Cribl.

This playbook is for you. #LetsGOAT!



A quick note from our founders

At Cribl, **our culture is something special**. Our culture is by design, not accident, and we're intentional about how we work with one another.

Upholding these values, creating a company where we can do our best work, is what will make us a generational company.

We're forever evolving, not stagnant. This is a living document; we will revisit it and our values as we continue to grow and evolve over time.



Our values



Customers First, Always

First we help customers. Then everything else.



Irreverent, but Serious

We are a serious company, with a love for goats and jokes.



Insatiably Curious

Our curiosity drives us to explore, understand, and innovate.



Open and Authentic

Driving clarity is a strategic advantage. Communication is easier when we are real.



Excel Together

We challenge and support each other to create an enduring impact.



Customers First, Always

First we help customers. Then everything else.



Customers First, Always

We love our customers, and they love us! This makes it easy for us to put our customers first. After all, our customers aren't just customers; they're partners too!

Delivering value to customers is something we celebrate and take pride in. We are helping to solve real-world problems that actually make a difference!



Being Customers First means ...

We don't half-ass customer satisfaction, we full-ass it! For us, the more time spent with our customers, the better. Customers are buying our product *and* the customer care that comes along with it.

We work hard to understand our customers' needs in order to partner with them on solutions and help them achieve their goals; helping them embrace our product before purchasing.

First and foremost ...

Customer love is a team sport. We understand how to balance customer needs and expectations, without creating friction with our cross-functional teams, or by trying to do everything by ourselves.

We collaborate internally to deliver value to our customers. It's not just the what, it's also the how.

When we work closely together, we can concentrate our focus on delivering the best customer experience. If we're going to win, we're going to win together.



Customers First, Always

Being Customers First, Always means ...



Helping our customers solve real problems, not just selling our products

We're partners, not pushers.



Truly understanding the needs of the customer before building solutions

See also: Insatiably Curious



CustomerS is not the same as (a) Customer

We're focused on broad impact and hold ourselves accountable to our priorities.

It does not mean ...



The customer is always right

It's up to us to guide our customers, not the other way around.



An excuse to be a bad partner to your cross-functional teammates

See also: Excel Together



We leave the vision up to the customer

It's our duty to build the best product, not be reactive to every request.



Irreverent, but Serious

We are a serious company, with a love for goats and jokes.



Irreverent, but Serious

We're a serious company, with a serious love of goats, but we don't take ourselves too seriously! We want to come to work every day and have FUN while also getting sh*t done. We're real ~~goats~~ people after all!



How irreverent?

Dad-jokes aren't just for dads, they're for goats, too! We bring a bit of humor to our casual, but direct communication, without aiming to be provocative.

Our customers know about Ian, the Cribl goat, too, which is fun! People just genuinely like talking to us and at conferences our customers come by our booth just to hang out. We're a certified-fun group!

How serious?

Well, we can't play aaaaaalllll day. Ultimately, we're here to solve real problems, deliver value to our customers, and to do our best work. We work hard to achieve our goals and hold ourselves accountable to our mission and values.

We know that written communication online can easily be misconstrued, and our goal is never to offend or alienate our colleagues. Our communication can often be direct, with the occasional curse word, but always aspires to be respectful of the diverse cultures and perspectives of our goat herd.

As our company grows in new countries and regions, and as we interact with more global stakeholders, we are even more aware of how our communication is received.



Irreverent, but Serious

Being Irreverent, but Serious means ...



Not taking ourselves too seriously

We do serious work, and solve serious problems, but we don't take ourselves too seriously. Humor and Humility is the name of the game.



Creating connection

We can do great work **and** have a great time. Getting to know each other builds trust and makes work fun and productive!



"Dad-jokes" for the win

Seriously. Our #talk-momdadjokes is one of our favorite slack channels and a level of humor we can all enjoy.

It does not mean ...



Permission to be offensive

There's a line between irreverence and unprofessionalism. We're going for quippy and fun, not shock value.



Authenticity without respect

We're proactive in considering our audience. We have goats from all different backgrounds, cultures, and walks of life.



Play > Results

We balance our serious work with serious play that doesn't interfere with priority #1: achieving our goals. Having fun while we do it helps us build cohesion and work more efficiently.



Insatiably **Curious**

Our curiosity drives us to explore, understand, and innovate.



Insatiably Curious

We are curious goats; hungry for information, ideas, and innovation!

We've never met a problem we weren't excited to solve, and putting ourselves in our customers' shoes helps us do just that. We bring curiosity into everything we do.



Being Insatiably Curious means ...

Being a good partner, whether to a customer or one another, means taking shared ownership over our shared challenges.

When we see something, we get curious and ask humbly. And we work together to learn and explore, before taking action.

We're careful not to ...

Think we know everything! We leave our egos at the door. Our curiosity is genuine, not a means of advancing our own agendas.

We are curious about the actions, behaviors, and perspectives of each other and strive to assume positive intent in our exchange of ideas.

We can all learn something from each other, no matter your role or level of experience. Everyone has something to add and we all benefit from bringing a growth mindset into everything we do.



Insatiably Curious

Being Insatiably Curious means ...



A drive to understand the world around you

It's a big wide world out there and it's hard to have meaningful impact without context and a systemic view. We don't just dig deep, we search wide.



Always using growth mindset, hungry to learn more

We don't know what we don't know. And we can always know more! We have something to learn from everyone, no matter our level or role.



Asking courageous questions to find the solutions

The more we know the better we are! We won't create the best solution unless we fully understand the problem.

right

It does not mean ...



Asking endless questions

Don't poke just to poke. Get to the root cause without hindering progress.



Asking questions just to advance your own agenda

Leave your ego at the door. We're here to create the best solutions and there's no "I" in GOAT.



An excuse to be a brilliant asshole

We think you're pretty smart! But being the GOAT doesn't mean being a j-e-r-k. We share our ideas without squashing others.



Open and Authentic

Driving clarity is a strategic advantage.
Communication is easier when we are real.



Open and Authentic

Driving clarity is a strategic advantage. We encourage transparency across the organization and are intentional in ensuring that everyone who needs to know, knows.

Information without context causes confusion, but clear is kind, and that's our aim. When we're all aligned and empowered, we win!

How open?

While we value transparency, we also have a duty to protect the company. This means that we aren't always able to share everything with everyone.

When this is the case, we're up front and authentic as to why.

How authentic?

We're not gonna beat around the bush. Culture comes from the top and our leaders know that they set the tone. That's why you'll see them every day on Slack, not just responding in our #ask-me-anything channel, but engaging in our social channels and connecting with goats on their interests inside and outside of work.

Whether it's sharing pictures of our kids, the movie we saw over the weekend, or a random meme, we're all engaged in creating space to connect as both humans and professionals.



Open and Authentic

Being Open and Authentic means ...



Having the courage to give honest feedback

Both giving and receiving feedback is a vulnerable act. We lead with positive intent and openness to the perspectives of others.



Engaging in reflection culture

What got us here won't get us there. We embrace a growth mindset - open about where we're getting it wrong and what we're learning - at the company level all the way to the individual goat. The more we iterate, the faster we grow!



Being authentically you

We strive to create a culture where Goats can choose to show up as their true selves. We celebrate our differences, creating spaces to connect over our shared identities, experiences, and interests. We also respect one another and you'll find goats here have a strong sense of self, grounded in genuine humility.

It does not mean ...



Expressing your authenticity lacks positive intent or respect for others

Don't be the person killing the vibe. We're here to do our best work and be ourselves, not judge others. We're not always perfect. Apologies are table stakes when we cross a line, and we are humble in our approach.



Monopolizing the meeting

There IS such a thing as oversharing. Recognizing when it's time to change topics keeps us on task and on time.



Excel Together

Our curiosity drives us to explore, understand, and innovate.



Excel Together

Cribl is built on shared-ownership, collaboration, and free-flow of ideas.

All hooves on deck

We're not just here to do work. We're here to do *great work*, and that's not something we can achieve when it's every Goat for themselves.

We can't goat it alone and we are stronger as a herd. When we bring other people along we get there faster, iterate more quickly, and create greater impact.

When we Excel together, we win!

Challenging each other to raise the bar

We can't be the goat if we're mediocre. We're always encouraging and supporting each other, holding each other to high standards, and kicking ass while we do our best work.

We strive to create a culture where there are no baaaahd questions and even create space in our #askmeanything channel.

Strive for excellence, not perfection

It is okay not to get it right or perfect every time. We strive for excellence over perfection, embracing feedback and learning from both successes and failures.





Excel Together

Excel Together means ...



Being generous

Goats are generous with their time and knowledge, helping each other learn and grow. Some Goats even find this to be one of the most rewarding aspects of their job at Cribl!



Getting shit done

We're on top of it. And when we're not, our team is there to hold us accountable. We're a high-performance culture, not just a group of fun people.



We work with First Team Principles

Alone you can go fast but together we can go far. Working in silos sucks, which is why we're intentional about collaborating with our peers across functions. We all have a vested interest in creating a generational company.

It does not mean ...



Falling for "good guy syndrome"

We don't only hire people because we like them, and just because someone is a good person doesn't mean they're the right fit for the team. Building teams with balanced skill sets and setting them up for success helps us deliver excellence, together.



Being *just* a cheerleader

No sitting on the sidelines, we're all hooves on deck. We work together as one team to rise.



That we always agree

Disagree, commit, disagree. We welcome feedback and suggestions, but when it's time to commit, we're in (even if we sometimes still disagree).

Our values in practice

Operationalizing our values

We're intentional about defining, communicating, recognizing and celebrating our values at every opportunity. We believe that the more we weave our values into our everyday actions, the stronger our culture.

We assess for values during our interview process and give employees avenues and opportunities to recognize one another for living our values. It doesn't stop there - how we embody our values is part of performance assessments so that we continue to hold the bar high for all Goats.



Excellence and accountability

[Peer to peer recognition via Bonusly](#)
[Company level Values In Practice awards](#)
[Performance cycle & Promotions](#)

[Department level recognition](#)
[Values interviewing](#)



Thank You |

- ▶ P.S. Remember, this is a living document, it will grow and evolve as our company does!

