Our Way of Working.

Spilling the tea on Teraflow.

<teraflow.ai>
How we spend our day is how we spend our lives.
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"Progress is when we make AI work."
Hey there!

**What does Teraflow Do?**

Making AI Work, Helping our Clients Adopt and Scale AI.

1. **Our Data Engineers** fix inaccessible and broken datasets.
2. **Our ML Engineers** get AI models working and scale their performance.
3. **Our AI/CX team** design, build and deliver Intelligent Customer Journeys.
As a business, we put our staff first. This means trusting employees to do their jobs without delegation and strict supervision.

Our aim is to build a culture that empowers our network of teams to make decisions and innovate with freedom of authority.

We don’t see the purpose in treating staff like children. Every decision, action or contribution shouldn’t have to go through strict gatekeeping. So we provide a supportive environment that enables autonomy.

What makes TF Different

Flat Structure.
Easy Reporting Lines.

We hire talented individuals with valuable insights to share.

Input is Valued. TF is real

So instead of ignoring their thoughts and suggestions, we encourage open communication across all channels.

Input is valued, feedback is revered and a culture of knowledge sharing helps us grow.
What makes TF Different

Open, Caring Culture

People grow through people.

And the best way to grow is by creating an open, caring and supportive culture that empowers each and every individual. Like a family, we ensure that people are not only heard, but also respected and acknowledged.

It helps us foster lifelong relationships and achieve the impossible.

Employees come first

“The whole is greater than the sum of its parts”.

The aspirations and desires of our people come first. It means that everybody grows symbiotically and equally. With that comes deeper value and greater outcomes.

Prioritising our employees improves morale and drives ambition.
Turning Difference into Value.

Understanding Our Operating System.
Growth is built on acquiring new projects with existing customers (and a few new clients).

We provide the risk-free certainty of a fixed-price, fixed-timeline solution. We do this by breaking every project down into manageable chunks, so that our clients understand what outcomes they get and by when.

We take the business problems that our clients face and structure them into clear scope projects.

Our growth comes by providing data pipelines, ML engineering and AI/UX skills to solve the core problems that our clients face.

Because we break these problems into projects, we have designed our underlying structure to accommodate for this.
Before we get to the overarching structure (or Operating System), let’s break down the term ‘project’. Each project has a squad of cross-functional skills. We call these skills “Disciplines” and they are pulled together to solve the customer’s challenge mapped in the SOW.

#SQUADGOALS
The customer challenge defines which disciplines are included in the cross-functional team - and every project will be different.

The technical skills range from Data, Software or ML Engineers, Cloud Architects, or a UX specialist. Technical is supported by the Creative Engagement (marketing) team, who will help with the design, activations, case studies, content or social media.

HR also gets involved to support the team cohesion and help teams achieve peak performance.

Each squad is lead by a combination of the technical lead, the project manager and the account manager. What we have learnt is that the majority of all business decisions happen at a project level.
Disciplines are centres of excellence and span across all aspects of the business. They include: Technical, Marketing, Sales, HR, PMO, and Account Management.

Each discipline has a discipline leader. Their purpose is to develop the team’s ability to stay informed and up-to-date. Every discipline is different, but some capacities include: Scalability, Reusability, Consistency, Governance, Velocity, Bleeding Edge Innovation, Quality and Mentorship.

Using this approach, Teraflow is able to stay at the cutting edge of technology and deliver great outcomes using contemporary business practices.

Staff growth is also very important to us. So we are building a structured personal growth plan where an employee is able to move seamlessly between different disciplines and develop their skills in alignment with their passions.
Structuring the business to scale

Majority of decisions happen at project level

1. Current Customers
2. Team Performance
3. Customer Success
4. Individual Growth
5. Technical (Discipline) Excellence
6. Culture/EVP
7. Financial Metrics
Teraflow’s Awesome Really Very Intelligent System

DATA DRIVEN BUSINESS

Projects Delivery  Technical Excellence  Financial Profitability  Customer Wellness  Team Performance  Individual Growth

TARVIS helps us make better, more informed decisions.
Every decision you make is a step towards or away from progress.
The TF Culture.

Our WOW.
(Way of Working).
Peter Drucker’s comment “culture eats strategy for breakfast” has stood the test of time.

While the idea is attractive; articulating, growing and managing culture is far harder than any strategy process or plan.

Culture is subtle, messy and made up of conflicting person beliefs and behaviours.

To guide our culture, we need to define what we have and what we want more of. We need to build on our strengths and chip away at our weaknesses.

To understand these points we talk to each other. And then we talk some more.

We ask what's working and what's not working. We define what the mission is. We identify what differentiates us. We unpack and resolve the good and the bad.
Culture

When starting the business, we agreed on four guidelines that would lead our approach to culture. Our aim is to move away from traditional management and use these guidelines as a foundation to that approach.

**Trust**
We employ people that we trust. So we trust and empower them to do the job that they were hired to do. This includes making the right decisions and builds autonomy, confidence and freedom.

**Fairness**
There are no hierarchies, inner-circles, or hidden clubs. Everybody is treated fairly and equally. This creates healthier relationships between people, improving collaboration and teamwork.

**Transparency**
We share everything. We talk about finances, who we are hiring, where the business is going and why we make certain decisions. This further builds trust and grows an open culture of people committed to a shared vision.

**Consistency**
Keeping consistent with the standards and values that we set is essential. We constantly push boundaries and grow with new technology, so it's important to uphold our promises. It strengthens trust, reduces miscommunication and instills a sense of security amongst people.
Stand Out

Stand Out

Stand out from the Crowd.
Stand Out Principles

The following is an unpacking of how the staff see Teraflow:

1. A culture of people that care about people.
2. A growth mindset, where individuals:
   Always seek to grow and add value (to themselves and their team).
3. Constantly develop their skills and increase their worth.
4. Informal communication and collaboration backed by formal processes.
5. Supportive leadership.
6. Accountability and autonomy, where people own what they deliver.
7. An environment where people can step out of their comfort zones.
8. Diverse teams of problem-solvers that solve difficult situations.
9. Fair and equal treatment, absent of hierarchy and bureaucracy.
10. Collaboration and mentorship - where people help one another other grow and learn.
11. Action-oriented, where results speak before words.
12. Always failing forward and finding ways to improve.
We have Good Attributes.
We have and we want.
Team Work

- **Team players**
  - that work together to solve complex challenges and tackle problems together.
- **A modern approach**
  - absent of hierarchy and bureaucracy.
- **Diversity**
  - a variety of unique and diverse people that bring different things to the table.
- **Resilient**
  - optimistic and adaptable in the face of difficult / new situations.
- **Streamlined Processes**
  - able to get more done without interference and red tape.
- **Equality**
  - everybody is equal, respected and treated fairly.
- **Project Cycling**
  - For a chance to shine / chance to breathe.
Collaboration & Good Comms

• A friendly, open and inviting culture.
• Every staff member is easily accessible and open to chat.
• People are honest and willing to say when they don’t know something.
• The diversity of disciplines makes for greater team efforts.
• Informal interactions for an easy communication.
• Support for ideas, innovation and ambitions.
• Capable of dealing with the inevitability of failure.
• Fluid communication, where teams correspond and collaborate without layers of gatekeeping and red tape.
• No bureaucracy, politics or hierarchy.

Mentorship

• Knowledge sharing - between various disciplines and professions.
• Supportive culture - staff are always open and willing to help guide, mentor or assist one another.
• Mistakes are acknowledged and openly discussed.
• Help is always available to anybody that asks for it.
• Team-driven - people support each other and offer assistance to those that need it.
• No power roles for people to undermine one another.
Resilience

- **Our approach** allows us to manage any crisis effectively.
- **Handling the unexpected** comes easy to us.
- **Our staff** are highly capable of dealing with crisis (i.e. if someone is unavailable, there’s always a backup plan set in place).
- **Optimism** - everybody is capable of extracting the positive out of difficult situations.
- **Autonomous** self-starters who are highly proactive and confident in their skills.

Versatile

- **Versatility** - staff are able to adapt and thrive in any environment they’re put in.
- **Proactive and driven** - People are self-driven and know exactly what they need to deliver.
- **Fast learners** that are able to figure things out from the deep end.
Adaptability

• Open and adaptable - staff are always ready to work outside of their comfort zones.
• Personal accountability for roles and responsibilities.
• Proactive and action-oriented.
• Autonomy and Ownership:
• Free Thinkers - people who refuse to be boxed.
• People who want to stand out and not fit into a box. Free thinkers and independent thinkers.

always learning - cutting edge

• Software is always changing - we’re always adapting.
• Our people all have strong and diverse tech skills.
• We’re centered by humility and driven by strong curiosity.
• Everybody has a love for what they do.
• We help one another grow and improve.
• Our teams are open-minded forward thinkers.
• Advocate your ideas.
• We are all comfortable with being wrong and take that as a stepping stone to grow.
Negative Attributes.

We don’t have and we don’t want.
No Lone Rangers

• **Arrogance** – we don’t want people that are arrogant or self-assured and that are difficult to tolerate.
• **We don’t support** people that charge ahead and try control our cultural narrative.
• **People shouldn’t** be poor at communicating and should be openly transparent.
• **No authority** - We avoid delegation and an authoritarian approach, so should our people.
• **People shouldn’t** be closed off to learning new skills and ways of working.
• **Our culture** doesn’t support selfish and competitive individualism.
• **We don’t want people** that that stick to old ways of working - they should be open to new approaches and improving on their existing skill sets.

Becoming Corporate

• **Corporate Environment** - We don’t want traditional corporate hierarchies, processes or structures in place. There’s no room for any internal politics, red tape or power roles.
• **Traditional approaches** are filled with issues that kill speed to market and speed of innovation. We want to provide high-quality solutions through tested modern approaches to culture.
• **Conflict shouldn’t** be swept under the rug - we want to have an open culture that gives empathy and sympathy to all.
• **Bureaucracy** - we don’t have a bureaucratic approach and aim to keep it that way.
• **Unhealthy internal competition** - we don’t want people that sideline colleagues to advance themselves, that don’t help others and that want to be glorified.
Inflexibility

- **Too complacent** – we don’t want people that deal with only one kind of problem.
- **They need to be adaptable** and willing to solve different problems using different solutions and approaches.
- **Financially motivated** - if people are only motivated by money, then it affects output and productivity. We don’t want greed to be a driver.
- **Not open to learning** - people need to be open to learn and adapt to new ways of thinking all the time.
- **Not self-driven** - when people get a task, they need to have the ability to research and learn on their own. We don’t people that lack drive.
- **Rude/Closed off** - we don’t want rude and unmannered people that can’t get along with others.

Staying Stuck

- **We don’t want people** that can’t work on their own. Individuals need to be team players and self-sufficient.
- **Not being open** to learn new skills - we don’t want comfort zones to take over and for people to assume they’ve reached their peak.
- **Fixated on old knowledge** - we don’t want people that are stuck in outdated thinking and rely on
- **Very stuck in your ways**. Can’t adapt. At TF, new projects, new type of work.
How we Communicate. The tools that help us work.
Teraflow operates primarily in the Google Workplace space. This means that all communications, file storage, etc. (usually) takes place in the world of Google.

**Telegram**

Most daily communication happens in the telegram groups and we share a lot of what's happening via this platform.

**Monday.com**

We use Monday.com as our project management tool.

Over and above task management, we ensure that all project documents are stored here for easy access by all involved in the project.