OrgAcuity Culture

Craig Starbuck | CEO

Our culture is our secret sauce. It sets us apart and fuels our ability to support the evolving needs of the organizations that count on us. And when our customers succeed, we succeed.

I once heard culture described as "how people make decisions when you're not in the room." A strong culture is critical to scaling the company, as no leader can be in every room. We've written down our values so that everyone at OrgAcuity understands not just what we do, but *how* we do it. When you're unsure how to handle something, let this be your guide.

Our "Why"

OrgAcuity was inspired by a combination of personal conviction and professional experience. I've had the opportunity to work in both thriving and dysfunctional environments. Both made a lasting impression and showed me how critical strong leadership, a healthy culture, and meaningful employee experiences are to individual, team, and organizational performance. The worst of these environments prompted me to start thinking seriously about how to surface subtle cries for help to those with the power to make a difference, and this marked the genesis of OrgAcuity.

Throughout my career, I've observed that many unsung heroes quietly drive exceptional value within organizations—through strong relationships, deep subject matter expertise, and cross-functional collaboration. Yet, leaders are often too far removed to recognize their influence. These key contributors have a disproportionate impact on the organization but are frequently overextended and undervalued, leading to burnout and elevated attrition risk.

We spend more waking hours at work than with our families. Unfortunately, many spend this time in toxic environments, stuck under ineffective managers, caught in broken cultures, and feeling powerless and trapped. These conditions impact productivity and performance, push top talent away, and affect dimensions of individuals' lives beyond the work context—family, friendships, and personal well-being. Many are literally dying for a paycheck.

Too often, the people with authority to make changes can't see the full scope of the problem, or the unassuming people carrying more than their share of it. That blind spot has real human and financial consequences.

The majority of organizations on the planet aren't Fortune 500 companies with large teams of experts to help surface opportunities and translate insights into action. Most are small and midsize businesses facing similar people-related challenges, yet without the same access to

analytics capabilities and support. Many of these companies genuinely care but need guidance and support with where to focus and how to improve.

OrgAcuity was founded on a clear vision: **a world where organizations succeed because the people in them do.** When organizations invest in their people, those people invest back—in their work, in each other, and in customers. This discretionary effort compounds into performance well beyond what the job description requires.

Our mission is **to give every leader the context and guidance to unlock the best in their people**. We believe that fulfilling this mission can truly make the world a better place.

Our Values

These are baseline expectations for everyone on our team. Each value below describes what we believe, followed by the behaviors we expect to see. We enforce them, directly and promptly, when someone isn't operating in alignment. Without enforcement, what we say and what we do become two different things.

1. Customer Obsession

Understand the problem before you fall in love with the solution.

We believe everyone deserves the opportunity to thrive in work and life. That belief drives everything we do. We're obsessed with understanding and solving the challenges people face inside modern organizations.

Our work at OrgAcuity begins by deeply understanding the people and organizations we have the opportunity to serve. Curiosity is what makes that understanding possible. It is a hallmark of great analytics (and effectiveness more generally) and it is a mindset we expect from everyone at OrgAcuity. We listen with openness and approach every perspective without judgment or assumption.

This is our North Star, and we must never lose sight of it.

What this looks like

- We obsess over our customers' problems, not just their requests.
- We don't take what we hear at face value; we look for what's underneath it.
- We ask instead of assume, because people's needs are more complex than our first read of them.
- We measure our work by the value customers actually receive, not by what we shipped.
- We consistently deliver hospitality-grade customer service.

2. Compassionate Candor

Say it to the person, not about them.

We don't just work together; we invest in one another. We believe feedback is kindness, and we care enough about the growth and impact of each person on our team to deliver feedback promptly, honestly, and thoughtfully. We assume positive intent, and regularly provide and ask one another for feedback.

We carefully cultivate a climate of psychological safety to ensure everyone feels comfortable speaking up and voicing ideas, suggestions, problems, and solutions.

What this looks like

- We speak up with ideas, concerns, problems, and recommendations.
- We listen as actively as we speak.
- We don't talk *about* people; we talk *to* them. If we wouldn't say it *to* them, we don't say it *about* them.
- We take feedback seriously and never personally.

3. Radical Ownership

Own the outcome; share the credit.

Trust is earned through action, and we earn it by doing what we say we'll do when we say we'll do it. At OrgAcuity, we take ownership and follow through on our commitments. We don't make excuses. We keep stakeholders informed, communicate early and often, and ensure no one is left guessing.

When challenges arise, we meet them with transparency, responsibility, and a bias toward solutions. We hire exceptional people, but we keep our egos in check. We are team players who prioritize our collective success over individual acclaim and self-interests, because we know that meaningful progress happens when we succeed together.

What this looks like

- We are specific about what we'll do and by when, and then we do it.
- When a commitment is at risk, we flag it early and bring a new plan.
- Everyone owns the outcome, the good and the bad.
- We scan for where we can help and start, without waiting to be asked.
- We keep our egos in check and prioritize collective success over individual recognition.
- We operate with integrity, especially when no one would know the difference.

4. Compounding Excellence

1% better every day, with the best tools that exist.

We pursue excellence without compromise. We seek out bold, ambitious individuals who are exceptional at what they do and who bring persistent energy and a growth mindset. We don't cling to legacy ways of operating; we embrace AI as a collaborative digital colleague to amplify human potential and unlock exponential gains in productivity and impact. We believe world-changing work requires world-class talent and a deep-seated belief that anything is possible.

We do not reward busyness for its own sake, as activity often does not translate into meaningful outcomes. We value ability and a relentless focus on work that delivers real impact and outsized ROI.

OrgAcuity isn't the place for average performers. It's a place for those who thrive on complex challenges in a dynamic, fast-paced environment. It's a place for people who thrive on challenging the status quo, pushing limits, and constantly raising the bar—for themselves and the team. If that excites you, you'll feel at home here. If not, we'll support you in finding a better fit outside OrgAcuity.

What this looks like

- We aim to be 1% better than we were the day before.
- We use AI to its fullest to bring better solutions to market faster than a team our size should be able to.
- We think deeply before we ship. We don't push out work that's only half thought through.
- We treat everything a customer touches as a reflection of our craft. We sweat the details until it feels elegant and effortless.
- We judge our work by results, not by hours or activity.
- We hold an exceptionally high bar for every hire. When we get it wrong, we address it quickly and with dignity.

This is our moment. Organizations are navigating a period of unprecedented change, with neither the visibility to see emerging risk nor the resources to respond. That's the problem we exist to solve. You're the reason we'll do it. Let's go! 🚀