

Leadership Principles

We love the company and the company loves us

We ARE the business and one family! We are passionate, even in challenging times. Trust, appreciation, respect and fairness – only together will we be able to achieve our goals. However, we also know when it's the right time for "Disagree & Commit" and we will not put personal issues above business sense.

We kick ass!

Who challenges you wants you to strive to be better. We are looking to find solutions, not problems. We always find a way to make things happen. Never a failure, always a lesson – we are not afraid of trial and error. We make fast, effective and lean decisions, while learning quickly.

We reach for the stars and think with an open-mind

We don't give up until we get what we want. We are always challenging the status quo. And btw: There are no boundaries – or how else do you explain Mr. Musk rocketing a Tesla into space? We have a vision, we are an inspiration and most importantly: we take our team with us!

We are always striving for the best version of ourselves

Our employees are cream of the crop! That's why we hire and develop the best. We are all lifelong learners. For us, feedback is a gift that helps us get better every day. We are self-reflective and lead the way as role models with our thirst for knowledge.

We love ownership and quality

Full accountability is what we took on the moment we became leaders. We know who to involve in order to achieve the best possible results. We never say, "That's not my job!" - we always find the right talent for the right job. Delegation is a key component of our leadership strategy.

We focus on quality - in everything we do!