



# CULTURE CODER

IQUI



Culture is simply a shared way of doing something with passion

# Value



We believe in the value of the **people** we choose. We cultivate their potential with opportunities and trust, bringing them awareness and autonomy. We are constantly oriented to generating value not only to people in the team but also every **partner** and **client** we work with.

Like tailors, we realize stitched to measure solutions for our clients, cutting each strategy or product so that it is a perfect fit.

Price is what you pay. Value is what you get.

Warren Buffett

# Ownership

We are owners of what we do.

**Each of us embraces every project** and carries it forward increasingly moving away from a simple execution.

This leads us to contribute effectively even outside our area of expertise, and to not settle or be stopped by a “you can’t do that” or “I don’t know how to do it.”

Act like an owner

Anonymous



# Growth



We each have higher expectations of ourselves than anyone else.

**We always demand the best** of ourselves.

We set ourselves increasingly challenging goals, we constantly **question** ourselves and because of this we continue to grow.

Those who cannot change their minds cannot change anything

George Bernard Shaw

# Curiosity



There is nothing that we are not interested in **learning**. Whether far from our specific area of expertise or closely linked to it, curiosity drives us to learn, ask questions and explore the unknown.

Stimulus and constant **discovery** are a part of our day, we share **knowledge** internally (and externally) by creating strong professional figures.

We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths

Walt Disney

# Dynamism



**Flexibility** and the capacity to **adapt** characterize us.

We are a dynamic company in a constantly changing market.

Movement is part of who we are and allows us to redefine solutions and products according to our clients, the context and the results to be achieved, to realize **innovative strategies and projects** that are always unique.

Life is a continuous pivoting

Fabio Lalli

# Do



We work to bring to fruition results with pragmatism and practicality: the desire to **create value**, the accountability and the commitment with which we face our work every day drives us to do so.

We pass from could do to do.

Do. Or do not. There is no try.

Yoda



# Trust



Winning the **trust** of our clients and partners requires us to firstly earn it for ourselves, with each other, every day. We share challenges, difficulties and our big and small achievements together.

Trust is earned day after day.

Whoever is careless with the truth in small matters cannot be trusted with important matters

Albert Einstein

# Entertainment

Work takes up most of a person's life and must therefore be also fulfilling and enjoyable.

Moments of **aggregation** and **experimentation** are an important component of our working life.

They allow us to stimulate creativity, to try new technologies, experiment in our areas of interest and to evaluate new approaches.

Just play. Have fun. Enjoy the game.

Michael Jordan





# Moving Forward

## **Failing forward**

ability to learn from your mistakes and not repeat them.

## **Balance**

seek a balance between work and free time that stimulates creativity and energy, cultivating interests and hobbies and following a healthy lifestyle.

## **Anticipate**

have the ability to expand the vision beyond the present and not be caught unprepared by unforeseen events and errors.

## **Impart knowledge**

internal and professional in a hierarchical way and not.

Logic will get you from A to B. Imagination will take you everywhere.

Albert Einstein

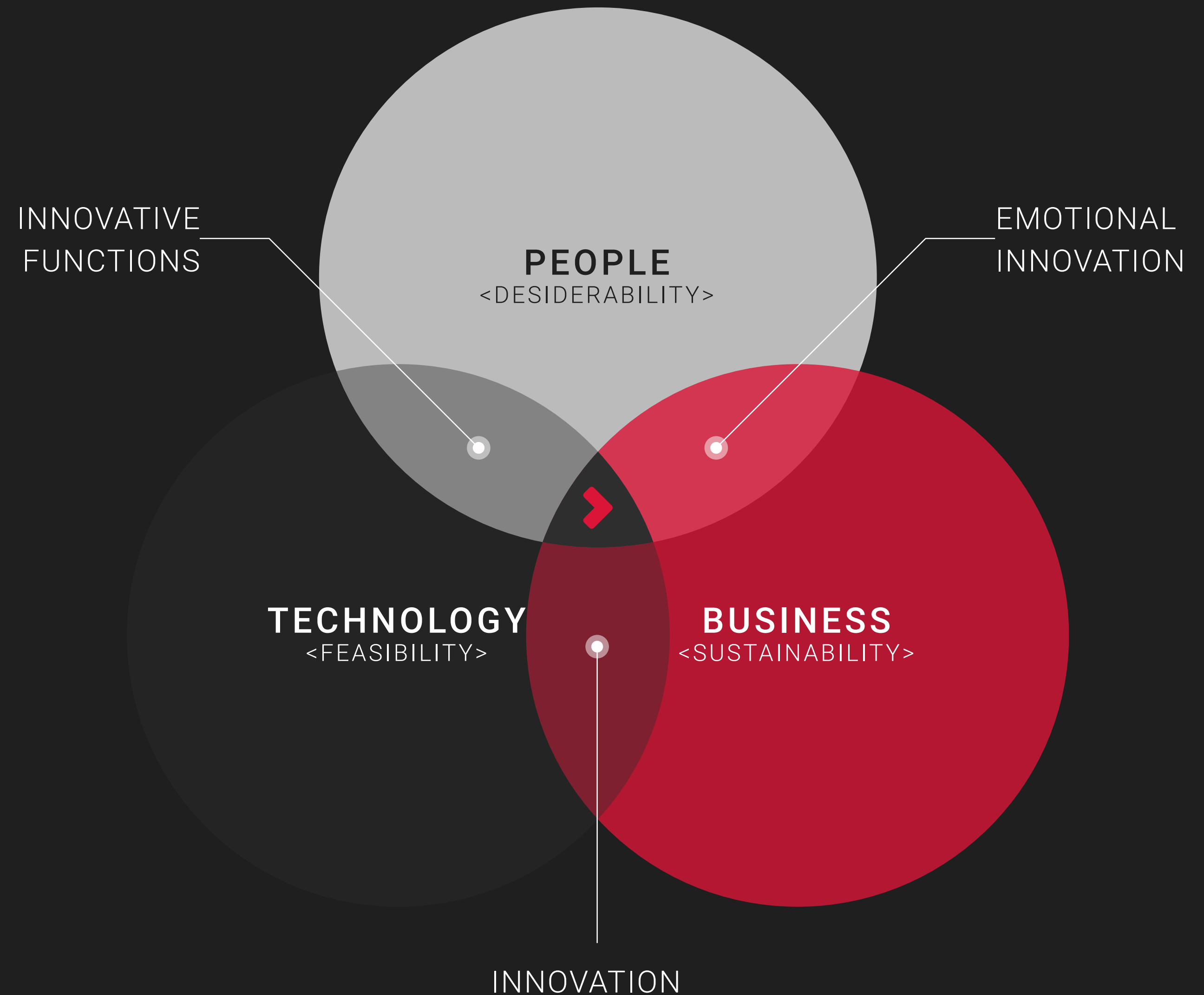
EXPERIENCE

INNOVATION

➤ FORWARDTHINKING

We enable **experiences** connecting people, technologies and business models

- We design interfaces able to excite
- We provide effective, scalable and sustainable solutions
- We develop competitive growth strategies





We like to think outside the box and we believe in the importance of lateral thinking to create unique and innovative solutions.

Experimentation and innovation stem from an approach that does not stop at technology but looks at the result, the discovery of trends and the ability to imagine the potential.

THIS IS OUR  
**F O R W A R D   T H I N K I N G**

