

WELCOME TO OMNIA RETAIL

# Culture Deck

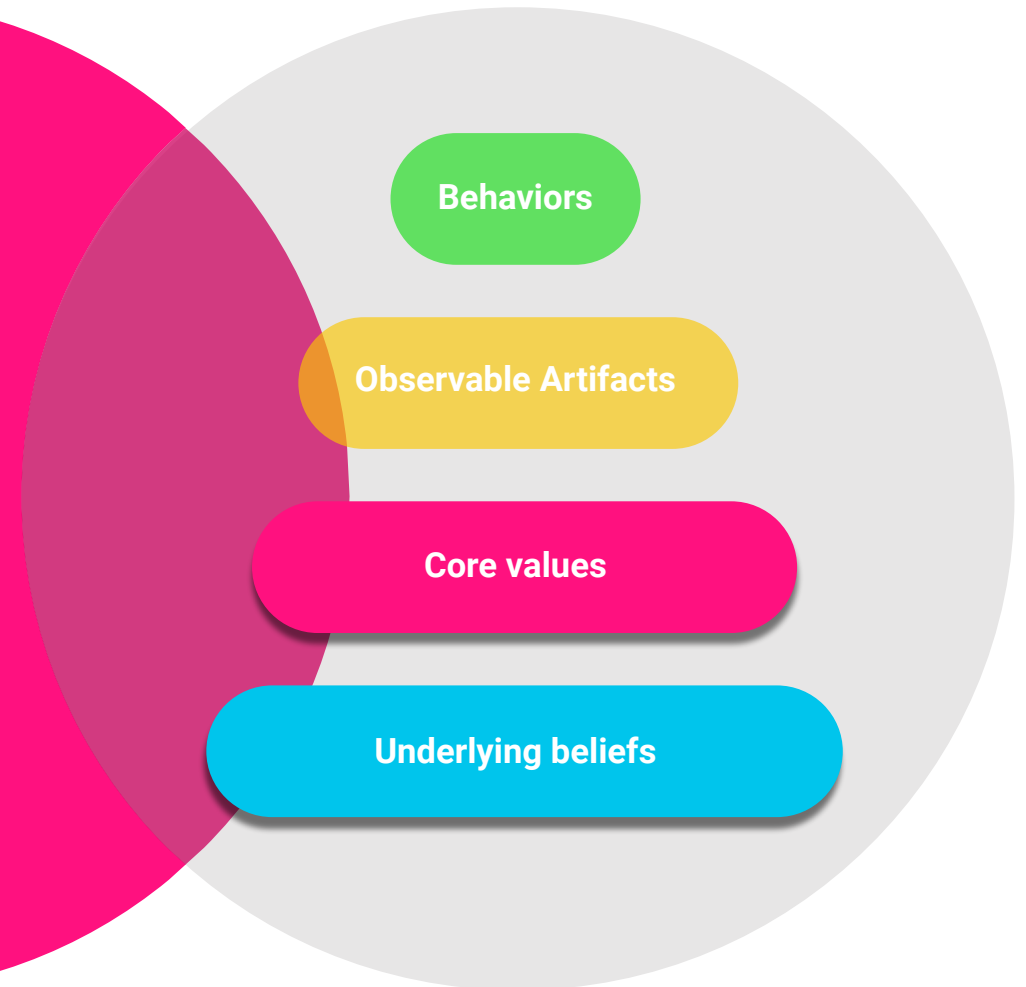




Our strong culture attracts  
amazing and talented people  
and elevates engagement



**Core values & beliefs represent our highest priorities and fundamental driving forces.** They are the 'why' of our culture. They are the heart of what Omnia stands for in the world and act as touchstones to guide behavior.



# Our Core Values



**Obsession with Excellence**



**Free to be You & Me**



**Never Stop Learning**



# Beliefs

Life is too short to waste your time delivering work you are not proud of

We can only be successful if we put the customer first, by aiming for sustainable relationships.

Competition creates energy and sharpness to deliver outstanding results and become the best versions of ourselves. We don't see our competitors as enemies, but as other players, like in a sports game.

We can't improve what we don't measure. Numbers are never the only goal in itself, but quantifying results is crucial.

Impact is always a combination of quality and quantity. Aiming for 99.99% perfection is unlikely to maximize output and effectiveness

"Mens sana in corpore sano" (Juvenal) - We need a healthy body and mind to thrive in our high performance culture



## Obsession with Excellence



# Beliefs

Greatness and creativity start with everyone feeling free to bring their best self forward

We don't believe in a "work version" and "private version" of you.

We believe you are more satisfied and productive when you can be yourself at work

Teamwork is key: only a team of exceptional people rallying around a shared purpose can really make an impact in the world

We value actions over smooth talking and results over hours worked or working location



**Free to be You & Me**



# Beliefs

Learning is not just a tool to achieve better results, but learning & growing is one of the things that make life worth living

Curiosity fuels innovation and development

We need to continuously reinvent ourselves in order to thrive in such a rapidly changing company, in a rapidly changing industry in a rapidly changing world

Failing is okay. It's an opportunity to learn and grow. When we fail, we work to understand what went wrong and avoid the same mistakes in the future

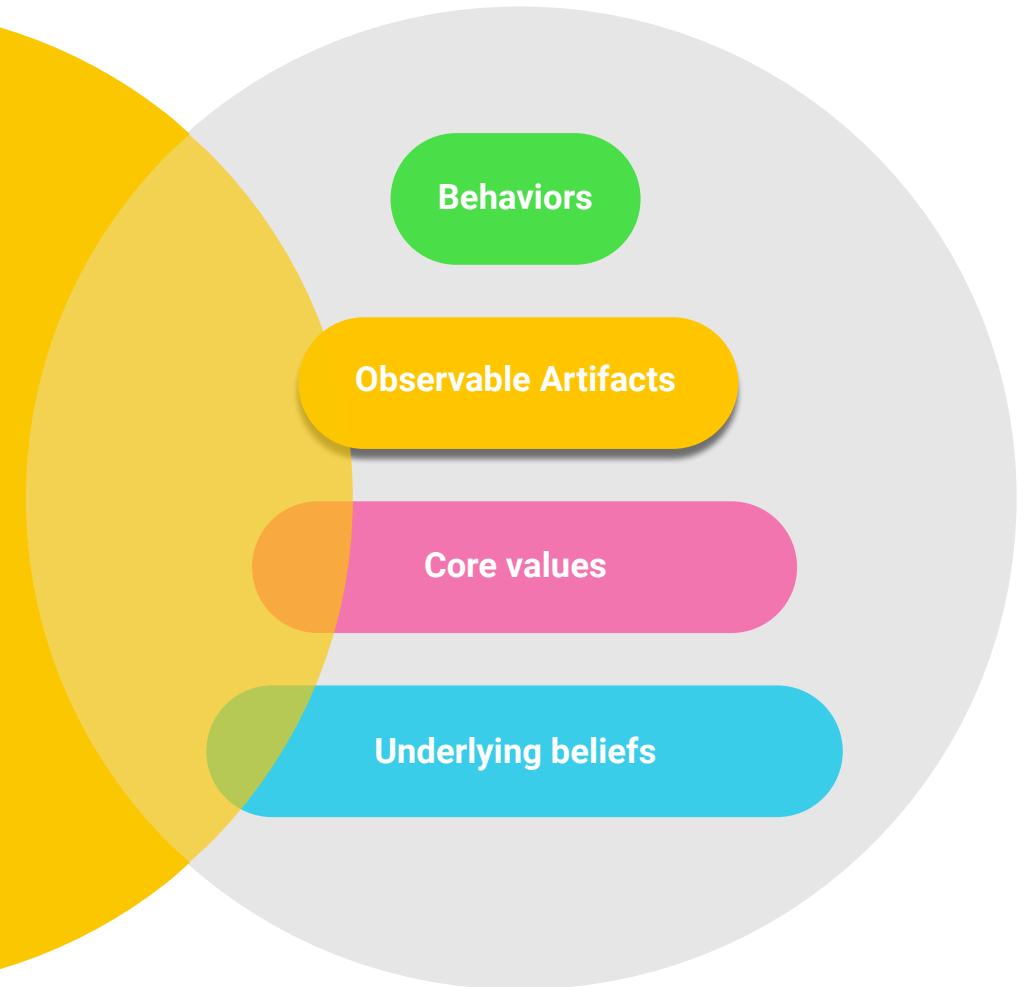
Self-reflection and feedback allow us to learn from our own experiences and are among the most powerful tools for continuous growth and development



**Never Stop Learning**



**Artifacts make our culture tangible:**  
easy to observe and to recognize, they  
are the 'what' and 'how' of culture.





# Feedback is a key element of Omnia culture and a powerful tool for learning and growing

**It is our aim to create a culture where people feel free and respected to ask, give and receive feedback regularly and where feedback is used to learn from each other.**

We encourage everyone to speak up, ask for clarification, or respectfully disagree with decisions. We expect everyone to take the responsibility to clarify their point of view and to participate in a discussion about the subject with decision-makers

Omnia welcomes and considers everyone's opinion, but may not agree. Once (after discussion) the decision is made, we expect everyone's support to make it as successful as possible.

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*It takes humility to seek feedback. It takes wisdom to understand it, analyze it and appropriately act on it*

*- Stephen Covey*



# Feedback accelerates personal and organizational growth



# High performers want to be surrounded & challenged by other high performers

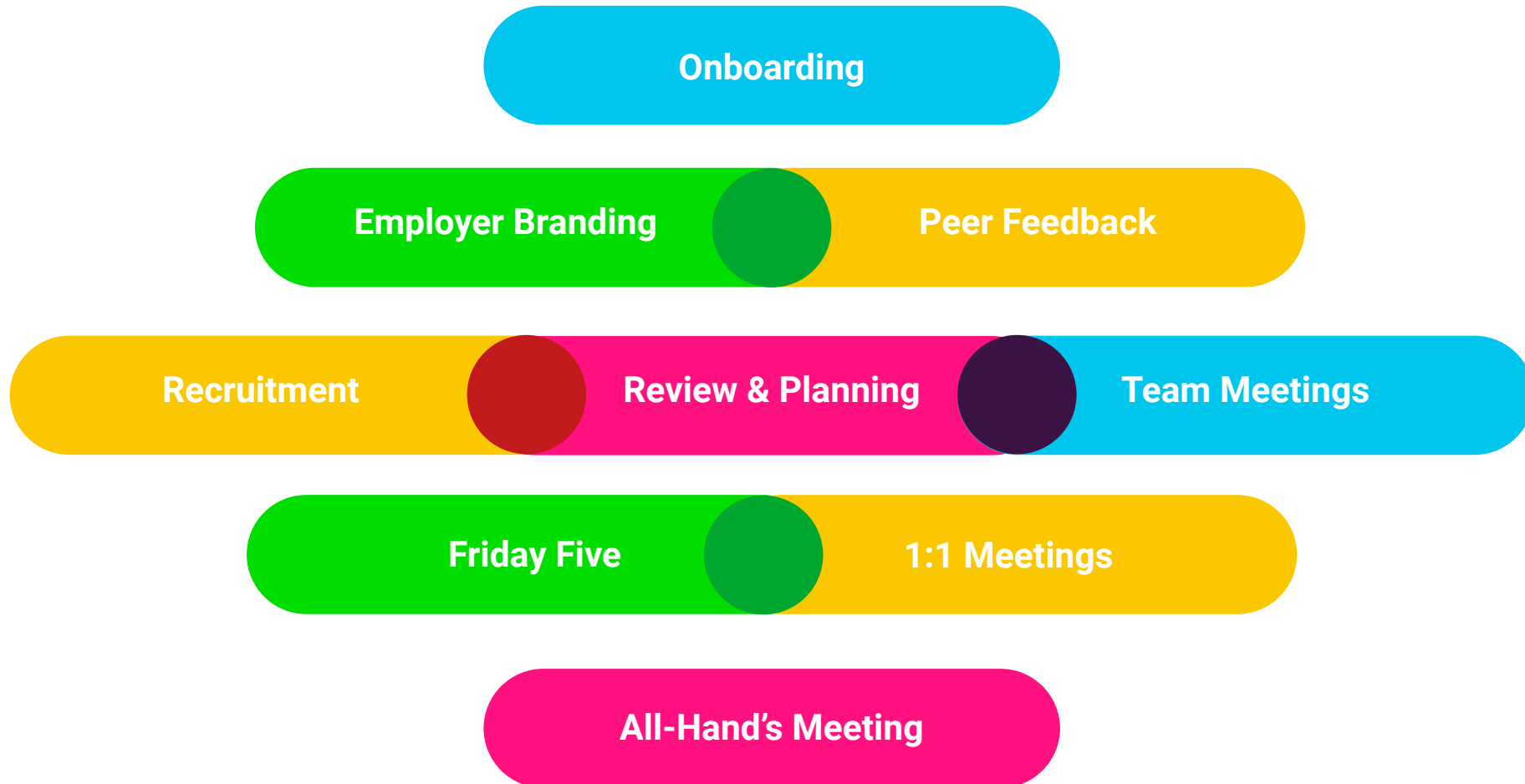
- ✓ We hire to elevate, bringing in only people we can learn from.
  - ✓ We set high bars for ourselves and our teams and take ownership for our actions
  - ✓ We transparently and candidly review performance & potential, actively taking action in case of under or over performance
  - ✓ Personal development is an important part of our culture, but everyone is responsible for their own path
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*The key to greatness  
is to look for people's  
potential and spend  
time developing it.*

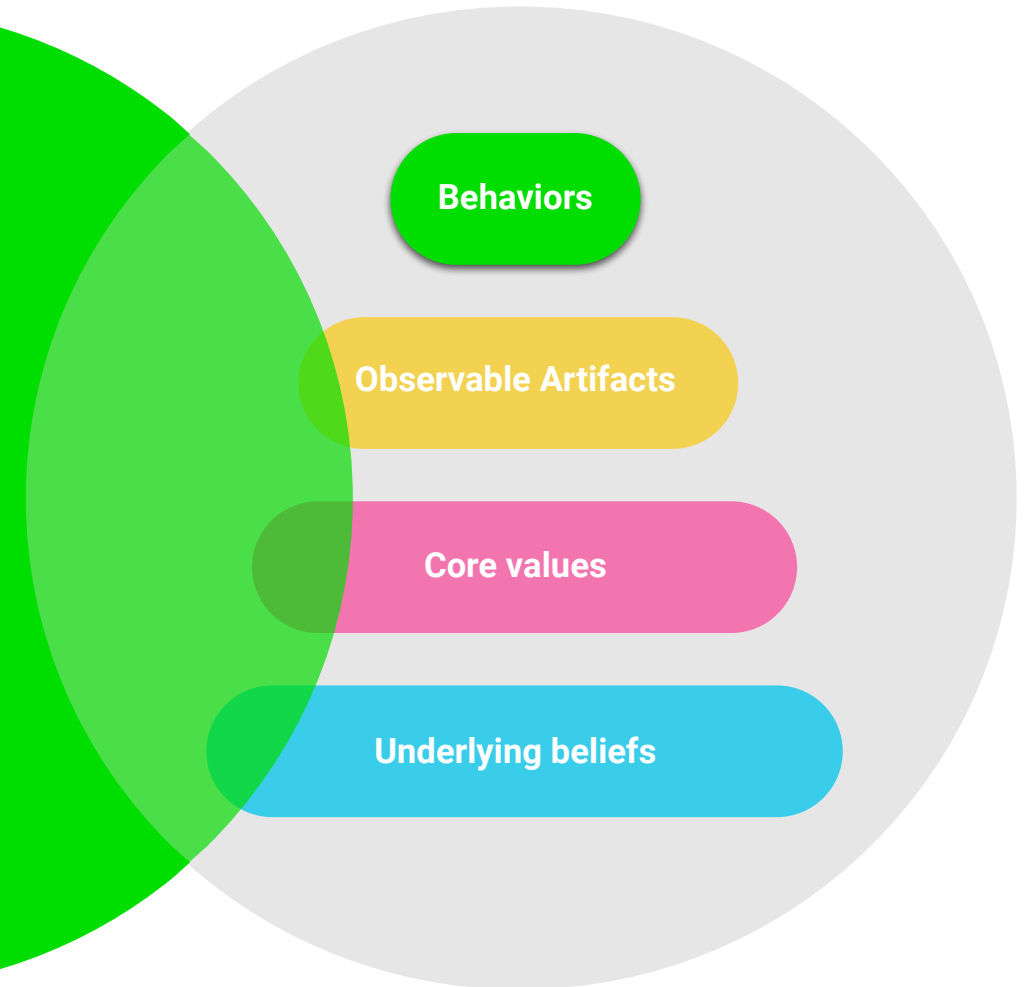
*- Peter Drucker*



# Our values are embedded in our DNA and part of all our interactions



**In a strong company culture, beliefs and behaviors are aligned.** There can be many, sometimes opposite, behaviors for a single value. Defining behaviors removes value ambiguity and makes it easier to define standards and to know what is expected.



# Omnians

- ✓ Take ownership: they go the extra mile to deliver what was promised
- ✓ Act in the customer's best interest
- ✓ Work and celebrate as a team
- ✓ Challenge themselves and each other to bring out the best
- ✓ Can rely on each other to deliver the best results possible
- ✓ Praise what's been achieved
- ✓ Prioritize their own and their team's wellbeing



**Obsession with Excellence**



# Omnians

- ✓ Prioritize team wins over individual wins
- ✓ Treat everyone with the same respect regardless of seniority, gender, preferences, background or personality
- ✓ Speak and write in English, so everyone feels free to join conversations
- ✓ Switch on cameras in online meetings to enable personal connections
- ✓ Invest in relationships with colleagues
- ✓ Don't assume or judge but ask and verify: they speak to each other not about each other
- ✓ Take ownership for maintaining a safe culture for all colleagues



**Free to be You & Me**



# Omnians

- ✓ Approach everything with a "Beginner's Mind" (Zen's Shoshin) and never just accept the status quo
- ✓ Admit when they're wrong
- ✓ Debate on facts, not on emotions or hierarchy
- ✓ First seek to understand others, then to be understood by others
- ✓ Are brutally honest about themselves and others
- ✓ Ask for help when needed



**Never Stop Learning**





## Our Promise

# We apply value-based people management to grow employee happiness & engagement

### Omnia managers promise to:



- Frequently give AND ask feedback
- Aim to understand and manage ambitions
- Offer on- the-job mentoring
- Frequently discuss your learning path
- Apply competency-based coaching

- Invest in your relationship
- Actively listen in your conversations
- Be authentic and self-critical



- Explain/discuss the purpose of your role and how to measure success
- Proactively discuss workload and offer help
- Help with prioritizing

***“People will forget what you said, people will forget what you did. But people will never forget how you made them feel”***

***- Maya Angelou***



# Interested in joining us?

**Feel free to reach** us at [recruitment@omniaretail.com](mailto:recruitment@omniaretail.com)  
or check out our current openings

