

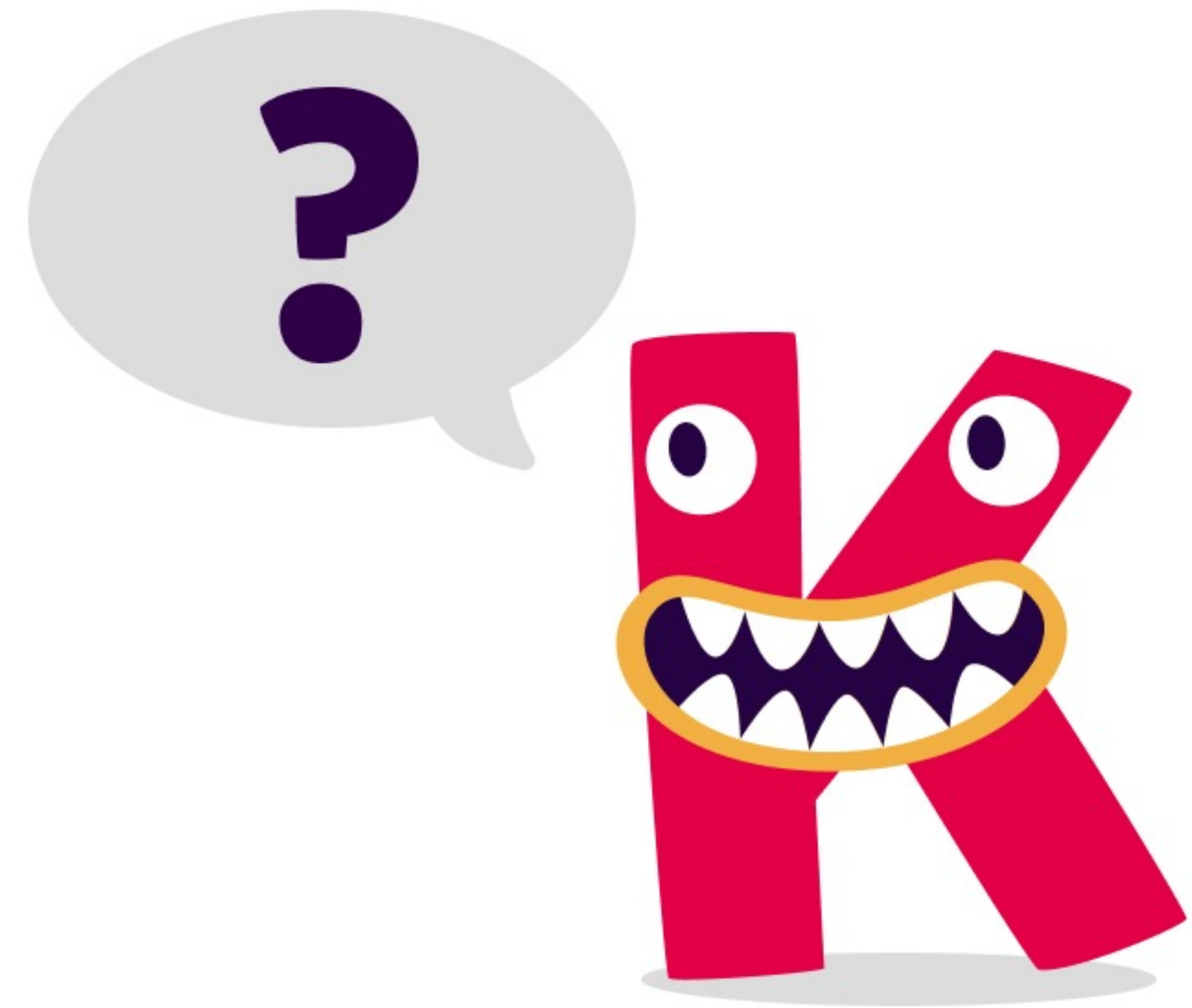
# Culture Code

The way we do  
EVERYTHING



# What is *Culture*?

- A** A combination of mission, vision, values, behaviors, people, expectations, environment and goals.
- B** Influenced by history – who we are and where we came from.
- C** The operating system that moves the company forward.





# Why Does Culture Matter at Kidoodle.TV?

**A**

Culture is what differentiates us; it is the “thing” that attracts the right talent to want to work here!

**C**

Culture maintains employee direction and keeps values coherent. It allows for consistency across all of our offices and departments and gives employees a purpose. It connects our leadership team with the rest of the employees and binds us all with a set of shared beliefs.

**B**

Employees place value on incredible colleagues and working whenever, wherever, for as long as it suits their lifestyle.

**D**

To focus on culture means to build the Kidoodle.TV identity. Building a culture takes years of learning and experience, it is not something you simply implement.

# Kidoodle.TV Culture Code



**1** We passionately work towards our purpose, vision and performance.

**2** We are committed to our goals.

**3** We take pride in where we came from, where we are and where we're going.

**4** Our people are who and what make us – we care for our people because we want them to stay.

**5** We consider the future and are always adaptable – we have adapted so many times to survive.

**6** We thrive in the unconventional.

**7** Our values and behaviors set the tone for how we do everything.





# We passionately work towards our purpose, vision and performance.

**A**

Our **PURPOSE**, the reason we do what we do – “to protect kids and safeguard the family”

**B**

Our **VISION** for success is when – “digital entertainment is safe for all kids”. This may seem lofty, but until this has been achieved our work is not done.

**C**

**HOW** do we do this? “by providing a safe ecosystem for kids in an ever-changing digital landscape”

**D**

Performance is key in the journey for success. We expect exceptional effort and industry leading results.



# We are committed to our goals.

**A**

We set company goals, departmental goals and individual goals.

**B**

Individual goals support departmental goals and departmental goals support company goals. This ensures all goals further the business and that we are all working in the same direction.

**C**

We invest in people who are achieving their individual goals and contributing at every level. Expectations are clearly communicated and are designed to keep people motivated.

**D**

The Annual Performance Plan Review focuses on Values & Behavioral Competencies and overall goal performance. How you have contributed to the company culturally will highly factor into annual compensation conversations.





# We take pride in where we came from, where we are and where we are going.

- A** **Where we came from.** Kidoodle.TV was built on an entrepreneurial spirit. Our founders were passionate about creating a progressive work environment. They also genuinely felt there was a problem families and kids were facing that no one was addressing. Why wasn't the industry solving a problem that was clearly affecting kids in a negative way?
- B** **Where we are.** We are working towards our purpose + vision, and we want to be the best streaming service in the world! We need to be better than everyone, period.
- C** **Where we're going.** Our Mission Statement is: *"Kidoodle.TV strives to be the best streaming service in the world while leading the way in digital safety. We believe kids (and their families) should have a fun, accessible and safe place to experience entertainment and explore content. Our team of industry leaders work with real people to ensure that nothing is left to chance - because families matter to us."*





# Our people are who and what make us—we care for our people because we want them to stay.

**A**

We believe that **hiring the “right” person matters** more than any other qualification.

**B**

**“right” = someone who is good, to their core.** We can’t teach you how to be passionate or kind, to have good morals, be trustworthy or to care. But we can teach you skills and give you the knowledge, support and an environment to succeed.

**C**

**I.e. The right people will greatly contribute to the success of the organization.**

**D**

**A clearly defined culture also attracts the right people.** When an employee aligns with our culture the chances of them staying with the company long term significantly increase.

**E**

**Lower Turnover = Less New Hires = Abundant Chemistry.**





# We consider the future and are always adaptable – we have adapted so many times to survive...

**A**

At a time when it didn't necessarily make sense, changing our model from SVOD to AVOD was a radical shift with positive results!

**B**

We have also become a leader in industry trends, specifically changing the way content providers are paid.

**C**

In the office we have grown with office trends, supporting a more progressive workplace. For example, our staff are willing to work outside of office hours to get the job done because they know they will be rewarded with flex time in the future.





# We thrive in the unconventional

**A**

**At Kidoodle.TV we are anything but ordinary.** We embrace creativity and are committed to giving employees tools for growth. Our founders are heavily involved in steering the ship and are committed to giving staff ample opportunity.

**B**

**Collective problem solving is a necessity and we highly encourage autonomy in decision-making.** The less hierarchy, the more people feel included, which produces a thriving, collaborative culture. Regardless of role, your opinion is appreciated and important.

**C**

**We are developing a culture of mentorship with a pay it forward attitude.** Our wholistic approach to all people and culture builds strong staff morale and supports efficient and ethical teamwork.

**D**

**We strive for diversity!** We say strive because although we know we're on the right track, and are constantly adding unique individuals to our team, we also know there is work to be done to expand our range and depth of individuals.





**Our values and behaviors set the tone  
for how we do...**

**EVERYTHING**



# Our **VALUES** determine the way we do everything that involves people at **Kidoodle.TV**

Our community and employee engagement are top priorities.

**A**

Our culture and the decisions we make are grounded by our values (and behaviors!)

**B**

Each core value has its importance, however, when they are combined we are truly living our core values and creating OUR culture.







# Family Matters – We prioritize family. Yours, theirs, and ours.

**A**

The Kidoodle.TV family, is a diverse, creative, hard-working group of individuals who believe in keeping kids and families safe. Our people matter, your personal dreams and goals matter, and your family matters.

**B**

Individual success is important, and the success of the Kidoodle.TV family is priority. In other words, you are responsible for your individual success, and we are all equally responsible for the success of our family.



# Play Often – We want to do the best possible job, prioritize balance and create time for fun.

**A**

At Kidoodle.TV we pride ourselves on being different. We are innovative industry leaders who think outside the box and always make time to play.

**B**

Because we focus on letting kids be kids, playing is integral in the creation and execution process of everything we do. We encourage you to make time for play in your work week.

**C**

Take 5 minutes to play a game on your phone, FaceTime with your kids when they get home from school, or share that funny cat video with the team. Whatever your version of play looks like, use your judgement and don't forget to prioritize it.





# Make It Happen – We get the job done, always.

**A**

A task-based value, doing what it takes to get the job done even in the midst of obstacles.

**B**

It is not about perfection, it's about continuous effort. Doing whatever it takes with integrity to master the task and make it happen.



# Foundation of Trust – We work to earn each other’s trust, from the bottom up and top down, we’re all in this together.

**A**

Trust is integral to our success. With it comes the freedom to decide and the power to be a leader, however what we give we must receive. We are all in this together and need to continually work to earn each other’s trust across the board.

**B**

With trust also comes respect. As trust is earned, respect grows.

**C**

Trust infiltrates every part of the work environment. It is the centerpiece of a great culture. And the responsibility for creating that sense of trust lands on the shoulders of everyone.





# Lead by Example – We are all leaders; we do what we say we’re going to do.

**A**

A good leader has a strong character and a firm commitment to do the right thing, at the right time, for the right reason.

**B**

We operate on the belief that we are all leaders at Kidoodle.TV. We match our actions to our words – We demonstrate integrity - leaders do what they say they’re going to do, when they say they’re going to do it.



# Our **BEHAVIORS** are integral to our culture, everyone at **Kidoodle.TV** executes and appreciates them.

**A**

How we interact with each other and carry ourselves in our community are top priorities.

**B**

Values and Behaviors go hand in hand, working together to form our culture.





# COMMUNICATION

**A**

Listen first, from a place of non-judgement. You aren't actually listening if you are trying to formulate a response to what you're hearing.

**B**

We ask thoughtful questions rather than making assumptions and accusations.

**C**

We are clear and specific and deliberate in our verbal conversations and written communication.

**D**

Be in relation. To understand others, we actually need to get related to who they are as a person. Building relationships matters. People are more inclined to trust you if they feel you care about who they are.



# FEEDBACK

**A**

We deliver feedback in a timely manner, in the moment if possible.

**B**

We give each other professional, constructive feedback – regardless of role or title, across the company. Our managers demonstrate that we are all open to feedback.

**C**

We frequently ask our colleagues “what can I be doing differently?” and ourselves, “what feedback do I need to share?”

**D**

When challenging someone’s ideas or work we challenge them sincerely.  
Giving feedback is a normal and stress-free part of our culture.

**E**

We do not avoid difficult conversations and we approach them from a calm, supportive place.

**F**

We value our relationships with one another, we give feedback because we care for our people and the company. However, this does not mean that everyone always agrees. Spirited debate, a dissenting opinion, and constructive conflict can allow for growth and opportunities. People are safe, ideas are not.





# SOCIAL VOICE

**A**

When mentioning Kidoodle.TV or any company matters online or on your social media channels, it is important to remember that you are a representative of the company.

**B**

Consider the tone, language, and content of your posts and ensure it would live up to the standard of our corporate voice.





# OFFICE ETIQUETTE

**A**

Energy is contagious and we want Kidoodle.TV to be a place you are excited to come to everyday. We also know that we're human and can have "off" moments, days, weeks etc. Please reach out to someone if you need support.

**B**

Keep it clean! Everyone should do their part when it comes to dishes, garbage, cleaning and tidying in general. Essentially, treat the office like you would your home, and your colleagues like you would your family. It is our responsibility to get things done and take care of each other.







# SCREEN TIME

**A**

We understand that screens are a part of life #SafeStreaming. And we want you to feel free to text or take phone calls as needed. Use your discretion on what is an appropriate use of your personal device.

**B**

We highly encourage time away from your screen throughout the day. Take breaks as needed, get out for a walk, take a minute to stretch/breathe/move or whatever it is you need to reset.



# ATTENDANCE

**A**

Standard office hours are Monday-Friday from 9-5pm (in your time zone), and we want to be flexible and accommodate your lifestyle.

**B**

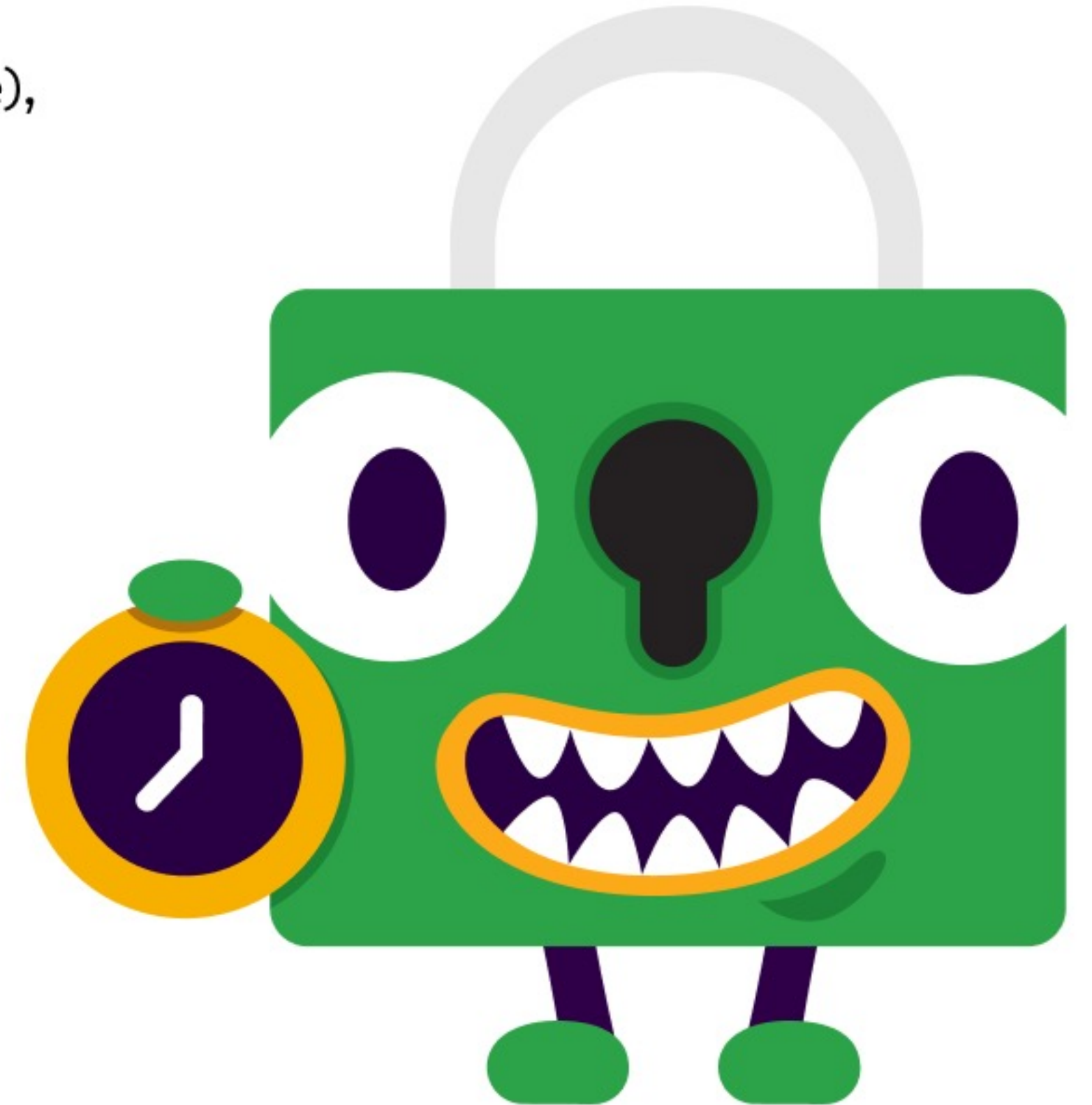
Should you need to work from home, come in early/late, take appointments throughout the day, take a noon hour yoga class, work remotely etc. Please discuss with your manager to ensure there are not conflicts within your department, and that all work is being completed on time.

**C**

We trust you to manage your work week and maintain your performance even when you are not working in the office.

**D**

The expectation is that you are working 40 hours/week. But that doesn't necessarily mean it is within the 4 walls of our office. Results are what matter most - not where we produce them.



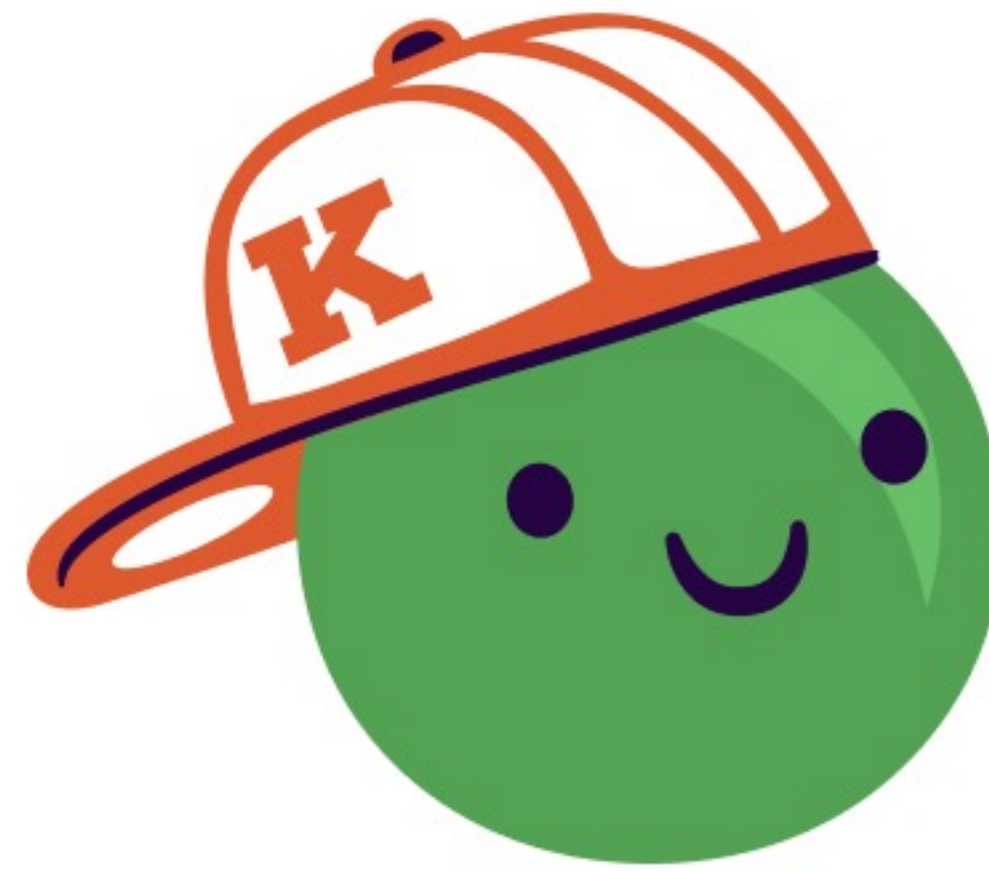




# DRESS CODE

**A**

**Appropriate Casual.** Use your judgement and wear what you are comfortable in, while remaining presentable. Essentially you are expected to dress appropriately enough to meet a board member or industry partner if they make a surprise visit to the office.





# SAFETY

**A**

We are committed to #SafeStreaming for our viewers and hold the same high level of standards for our work environment.

**B**

Keep your documents and information safe with a variety of updated passwords.

**C**

We only share what is necessary with industry partners and protect the information of Kidoodle.TV always.

**D**

Regarding personal safety, always think first and protect yourself and the team from the worst possible outcome.







# To conclude Values + Behaviors

At Kidoodle.TV we are proud of the smart, passionate, nerdy (in the best way possible) individuals who are not only committed to our vision, but really care about our community. The only way we can successfully execute our goals, purpose and vision is through our team! We strive to provide a working environment that is unique, supportive, collaborative, and fun! Our cultural responsibility is to hold each other accountable to living our values and behaviors - no exceptions.

## CULTURE CODE CONCLUSION

**We are proud of the Kidoodle.TV culture and the values we were built on. It is important to remember that our culture is ever evolving, whether we plan for it or not. We are committed to growing a culture that we all love!**

