

THE POKA CULTURE

Powered by Authenticity

Our Employee Value Proposition



This Culture Book is a public
manifesto of the expression of
our promise to our best asset:
our employees.



But First...

Let's start with our definition of

CULTURE

“Culture is the thing that enables success, both at the human and product level.”



**“Culture is the
motivation that drives
people to build something
bigger than themselves.”**



“Culture is the reason
people come to work
without feeling like
they're working.”



But above all...

“Culture is the cohesion that makes it so that we do not work with simple colleagues, but with friends or even family.”



And to empower this culture, we base all our DNA on the most authentic approach towards our employees.

Authenticity is the quality of being real and true and this is how we define our employer brand.

AUTHENTIC

in Who We Claim to Be

We are Poka. A fast-growing SaaS startup that created a leading connected worker platform for driving manufacturing excellence.

We have great ambition for our product and we have the same when it comes to the evolution of our **ambitious people.**

“Our most important asset is our people. Poka wouldn't exist without our employees. They are the pillars of the company. Without employees there is no business, without a business there is no product, and without a product there are no customers. So our employees come truly first, even before our customers.”

- Antoine Bisson, Co-Founder & CTO



**Our SaaS is customer-centric.
And our internal culture is
human-centric.**



**Humility,
transparency and
empathy** are at the
heart of our practices.



OUR EMPLOYER CORE VALUES

Or the 5 principles that we deeply stand for



Passion

01

Our shared passion for bringing innovation to a rapidly changing industry and making a significant impact is our greatest pride. Go big or go home!



We want our employees to
feel that their job is a
passion, **not a job.**



At Poka, we cultivate passion.

Passion for the product and for the technology,
of course, but most important, for surpassing
oneself.

We want our employees to be motivated by pride in what they have accomplished with us.

We want them to be aware of their enormous potential.

And by **pride**, we also mean...

The pride in working with renowned clients
and contributing to their success.

**The pride of having a real and
concrete impact, everyday.**

Happiness

02

We care about our people. Truly. We believe that by providing a healthy, trusting and unique environment, they will reach their full potential - personally and professionally.



"We created Poka because we wanted to build a business that people would be proud to work for and to create something bigger than themselves, to surpass themselves. The value of self-fulfillment with us is absolutely fundamental."

- Alexandre Leclerc, Co-Founder & CEO



**We respect our people.
We value our people.
We invest in our people.
And we empower
our people.**



We advocate a culture of recognition focused on personalized **individual development.**

We have created an environment conducive to opportunity so that every employee who wants it can access **real advancement possibilities.**

Through this constant development, we aim for our employees to see their **professional value** increase in the market day after day.



We also believe that happiness and well-being at work comes a lot from the quality of the **work-life balance** and this is why we give our people all the autonomy, space and flexibility they need to thrive.

Yes, work is really important to us.

**But mental and physical
well-being of our team is
even more so.**



03

Individually, we may go faster. But together, we advance further. Our work and evolution is done as a team. Our success depends on collaboration and our real desire to win as a team.



Poka is a **family.**



And, as a **family**, we support each other in the good times as well as in the bad times.

We celebrate our successes together.

We face the vagaries of life together.

And we move forward together.

Quality

04

We do nothing by half measures.
Quality and excellence are ingrained
in everything we do, from hiring new
employees to creating our products.
We aim for nothing less than la crème
de la crème.



**Quality over quantity.
All.The.Time.**



We believe that true **quality** can only be achieved if resources are deployed properly.

That's why:



We give our team the time they need to do things right.



We give them the best material and the appropriate financial resources.



We provide the necessary training and support when needed.



We always follow the best practices in the field.



Simplicity

05

We strive to find simple solutions to complex problems. By being open, transparent and straight to the point, there's no limit to the ideas we come up with and the things we can accomplish.



**We are not afraid to
question and challenge
ourselves** and we strongly
encourage our employees to do so in
order to achieve excellence.

It doesn't matter if you're a new hire or
someone who has been with Poka for years.
If you have a relevant innovation to suggest,
we will listen to it.

**We don't hire specialists
to tell them what to do.
We hire specialists
so they can tell us
what to do.**



We also believe that **differences** are one of the greatest strengths of our organization.

And that's why we do everything we can to accommodate our employees as much as possible and **make them feel proud to be who they are.**

AUTHENTIC

**Through Our Accessibility
and Our Proximity**

We firmly believe that **all** Poka employees, including VPs and managers, are at the same level in the company.



We therefore advocate a **horizontal hierarchy** in which each individual, regardless of their status or role, is always **fully accessible to everyone in the company**, whether it's the President or anyone else.

AUTHENTIC

in Our Vision

We see our employees as the root of Poka. And that's why we make it our duty to regularly share with them not only our vision for the future, but also everything the company is going through in a purely transparent way. **Healthy and authentic communication is the key to us.**

And, Yes, we work
pretty hard.

But you know
what? We party
even harder.



Want to be part of it?

poka.io/en/careers

WE ARE POKA

Powered by Authenticity &
Ambitious People

poka.io/en/careers

