

# knock·culture: POPSICLE

Culture is at the core of every successful company, so we spent a lot of time thinking about the culture we wanted to create and values we'd like to foster. We decided to set a framework in place and then let the culture evolve around it – and that's how we came up with POPSICLE. These values serve as our guide in everything we do:  
From interactions with each other to the communities we work in and the customers we serve.



## Passionate

We are passionate about our vision and mission. We always have enthusiasm and excitement for our craft, our team, and our customers. We just plain love what we do!



## Open

We are transparent and candid with everyone, always. We share the good, the bad and the ugly. We over communicate while being concise and to the point. We are thick-skinned and value feedback.

## People First

We are supportive and empathetic. We mentor, coach and give others opportunities to shine. We act with integrity and do the right thing. We care about the communities we serve.



## Simplicity

We keep it stupid simple. "We would not give a fig for the simplicity this side of complexity, but we would give our life for the simplicity on the other side of complexity." Oliver Wendell Holmes Jr.



## Impact

We GET IMPORTANT SHIT DONE! We are always a few steps ahead. We are data-driven and results-oriented. We are decisive and take action. We don't make excuses. We value output, not input.



## Courage

We think and act BIG. We innovate, create and originate. We are not afraid to fail.

## Learning

We are always learning and improving. We move fast and break things. We learn from our successes and failures. We strive to be experts in our field and industry.



## Enjoying Life

We work hard and play harder. We have fun, put family first, stay cool in stressful situations, keep things in perspective and believe life is about the journey, not the destination.

