COMPANY CULTURE: Tying the “How” Back to the “Why”

Finding a purpose beyond the product (and having fun doing it)

At Choozle, our Top Workplace-worthy culture didn’t happen overnight. It all started with a strong foundation of leaders who had a clear idea of how they wanted to put people first, but as we grow, we have to be more and more deliberate about how we maintain common ground.

That’s where our company values come in. Here they are, exemplified.

OWNERSHIP
Make progress, never excuses

The bar is set high to be a great coworker and to find a balance between doing great work in the office and being great people outside the office. Every employee here really shows ownership in making this a great place to work. It’s not just a job where people check in and check out each day.

BALANCE
Enjoy the ride

I really respect how much leadership encourages our employees to grow and own their path. They do this by providing education stipends, having a diverse group of speakers visit the office monthly, and more. I feel balanced at work and outside the office, maybe for the first time ever in my professional career.

ATTITUDE
Choose to be positive

Our leadership goes beyond the typical keg and ping pong tables to develop our culture. They provide transparency around company direction, offer career growth and flexibility, and most importantly, truly care about us as people. My coworkers are the smartest, kindest people I have the joy to work with every day. Beyond having challenging work to keep me engaged, I know I have great people around me to help keep me motivated.

GROWTH
Focus your energy on building the new

I love ideation and research but in the context of team collaboration—no solution is successful if only in a vacuum. A big part of this is looking out for the people you’re building and designing these things for and earnestly helping them because they deserve that effort and respect.

SERVICE
Work for a cause not for applause

Listening to the needs of internal and external people and tailoring our product to them goes a long way. We have a service culture, which means there’s a constant loop of feedback to re-define what we’re offering our clients so they can achieve their goals. This is all in addition to helping each other and our community out along the way.