



WayUp

WayUp's Nine Leadership Principles

These nine leadership principles are part of the WayUp DNA. They guide everything from the work we create, how we approach situations, and who we hire.



WayUp's Nine Leadership Principles

Embrace the Chaos

Take Ownership

Act with Urgency

**Great is a Starting Point,
Not Just an End Point**

Work Hard

Banish Negativity

**Be the Master of your Craft, but
Know You're Not *the* Master**

Default to Transparency

Celebrate Scruppiness

Embrace the Chaos

**You know that chaos is necessary for
building anything great.**

**You embrace the uncomfortable and the unknown
because you understand that moving fast pushes
you and your company forward.**

Take Ownership

You figure out what needs to be done and you do it.

You'll never dismiss something as "someone else's problem." You're proactive about your work, and you don't wait for another person to tell you what to do. You also know that owning your shit sometimes means asking for help when you need it.

Act with Urgency

No one needs to ping you twice to get an answer.

That's because you have a bias for action. You know that "done well" today is usually better than "perfect" a week late. When it comes to winning, speed matters, and that's why you approach everything with an experimental attitude and a "test fast to learn fast" mindset.

**Great is a
Starting Point,
Not Just an End
Point**

Moving quickly isn't an excuse for getting sloppy.

Your team holds you to a high standard, and you hold yourself to an even higher one. You double (and triple) check all of your work, and your attention to detail is spot-on as a result. No bugs or spelling errors can survive your review process.

Work Hard

Startups don't become successful overnight.

You know that making it big and helping your company set itself apart from the pack takes a team of smart, passionate workers willing to put in 110 percent effort. You also know that even the smallest projects can make a big difference, and you're ready to tackle any challenge head-on—no matter how big. Whatever comes your way, you'll “fight with the strength of a platoon” to get it done.

Banish Negativity

You know that negativity is toxic and contagious.

Which is why you go to great lengths to make sure it doesn't get in the way of your work or the work of your team. Instead, when things aren't going as well as you planned, you take a positive and proactive approach to improving the situation—whether you're working things out with a project, a team member, or anything else.

**Be the Master
of Your Craft,
but Know
You're Not
the Master**

**You'd rather be the “learn-it-all” in
the room than the “know-it-all.”**

**You strive to be really (really) good at what you do,
but you also know that you're not the best in the
world. You're always seeking out new “masters” to
learn from on your constant quest for professional
and personal development.**

Default to Transparency

Making mistakes is part of being human, but not everyone openly admits their mistakes.

You know how important it is to embrace yours, rather than sweep them under the rug, and you know your team will give you the benefit of the doubt for being consistently open and honest. You share both good news and not-so-good news with honesty and immediacy, and you show candor when working with—and giving feedback to— others. You expect the same level of transparency from WayUp.

Celebrate Scrappiness

You fight for excellence with the resources you have and recognize that amazing things can get done with a small budget.

You're always thinking of creative ways to stretch the value of a dollar and save your company a little (or a lot of) money—without sacrificing quality.

Think you can relate?

**Check out the [WayUp Careers](#) page to view
our latest opportunities.**

