Mission and Values

Purpose of Documenting our Mission

"Is this decision in line with our mission?"

To answer that question, we first need to clarify: what are we trying to build? why?

The goal in describing our missions and values is to inform decision-making and guide the tone behind branding. As we grow, we may consider making our mission public, but at this time an **internal-only** resource is sufficient.

Examples of decisions where a mission would be informative:

- Should we price-discriminate between small and large businesses?
    - Is it aligned with our values to treat small businesses differently from large enterprises?
- Should we offer contract services?
    - Does meeting the needs of clients fit into our vision and what we want to accomplish?

How would you describe Nested Knowledge?

Interview Questions

- Why do you work for Nested Knowledge? Why not work at a prestigious organization?
- What do you care about?
- What are you trying to build, collectively?
- How do you evaluate your own success as an individual?

- How would you describe Nested Knowledge?
- What traits do you look for in new hires, that are not universally valued by employers?

Shared Values

- Transparent
    - Open communication
- Decentralized
    - non silo'd
- collaborative
    - multiple contributors
- entrepreneurial
    - new perspective on old task
- impatient
- building

Shared Ideals

- user-centric
- intuitive
- accessible to non-experts?

Revision History

Author	Date of Revision/Review	Comments
K. Cowie	2022	Started
K. Holub		
K. Kallmes		

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