

The Culture of Sound

We are a Team.



Focused on winning in the marketplace, we maintain topnotch **productivity** at individual and collective levels. We meet the ever changing environment and requirements with **agility** and creative solutions. Our **grit** keeps us going in the right direction overcoming the hurdles and setbacks on the way. We seek and offer help amongst ourselves and **collaborate** with each other to achieve outstanding results. We challenge ideas, ask hard questions and value all points of view with utmost **respect**.

Strategic Direction



We are a Market Shaper. We disrupt the market with customer-focused innovation. We have a deep understanding of our customers and competitors, and can deliver industry shaping innovation with discipline and agility. Our key outcomes from our cultural focal points are external orientation, innovation and learning, accountability and operational discipline.

Values



Creativity - We embrace diversity, unique points of view, and innovative approaches to problem-solving. “This is the way it’s always done” is not in our vocabulary.



Boldness - We approach each day with urgency, challenging ourselves to achieve a big, enduring impact. We courageously pursue new things and take chances, believing that fortune favors the bold.



Ownership - We take accountability to the extreme, prioritizing the long-term interests of the company over short-term interests of ourselves. We celebrate doers, decision makers and results seekers.



Tenacity - We work hard and go the extra mile to achieve successful outcomes. We are solution-oriented and believe in ourselves and each other, even in the face of challenges.

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Cultural Dimensions

Strategic Drivers

We listen and respond to external influences (based on markets, customers, competition, and economy) and incorporate them into our company strategy. We envision and execute solutions for our markets and customers ahead of their needs.

Decision Making

We seek feedback and perspective through collaboration and empower the accountable person(s) to synthesize and decide. We trust their direction is the best choice based on the information available at the time.

Focus

Our success depending on achieving our goals. Processes exist where they lead to repeatable and scalable outcomes.

Work Environment

We are a casual and respectful organization in our interactions with each other and in our attire (come as you are). We are more formal when interacting with customers and representing Sound to external audiences.

Future Orientation

We don't accept that good is good enough. We challenge the status quo to create new and innovative solutions to continuously improve the results.

Interactions

We focus on the issues at hand with objectivity. We balance that with tact, emotional intelligence, and care for those involved. We challenge the idea, not the person. We do not seek harmony, we seek growth.

Behavior

We live in the present and emphasize what is real and relevant in the moment. We consider precedent where critical and lean on past learnings to enhance future iterations.