



Leadership Philosophy



Introduction

At RebelDot, we believe leadership is a privilege - one that carries with it the responsibility to inspire others, and to guide and support them in their professional life.

Therefore, we have a leadership philosophy that serves as a guide for all our leaders. It outlines the fundamentals we expect our leaders to embrace and express, and acts as a reference point for their behaviour.

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Leadership Based on Values

We would like our leaders to start with a clear **understanding and commitment** to their **core values**.

They should promote a **high level of integrity** that fosters trust and encourages colleagues to embrace and follow this vision.

Character and integrity form the foundation for the personal qualities that guide our ethical beliefs, values, and decisions.

In practice, this means:

- choosing the right way, not the comfortable way.
- walking the talk and delivering on what you say.
- taking time to reflect on your actions, knowing your strengths and weaknesses, and acting in ways that would make you proud to see others do the same.



Leadership Based on Development

We want our leaders to encourage, inspire, and motivate their colleagues to continuously develop and drive change that helps grow and shape the future for all of us.

They should set a bold vision, bring everyone on board, and strengthen their teams' capabilities, autonomy, and authority to make a meaningful impact on a larger scale.

In practice, this means:

- running regular one-to-ones and acting as a coach.
- often showing and talking about the bigger picture.
- setting and maintaining high standards.
- positioning yourself as a source of support and guidance for your team.



Leadership Based on Trust

We expect our leaders to listen attentively, speak candidly, and treat others with respect.

They should be vocally self-critical, even when it feels awkward or uncomfortable. They should understand and value differences, and give everyone the right to be right.

In practice, this means:

- treating others, and their ideas, with respect.
- admitting when you've failed.
- keeping your commitments so that others can rely on you.



Leadership Based on a Good Time

Our leaders are passionate rebels. They believe in our way, our products, and our impact. They build meaningful, collaborative relationships, bring positive energy, and truly enjoy their time working here.

In practice, this means:

- being fully on board with the RebelDot way.
- staying solution-oriented.
- never forgetting to have fun along the way.

