

# Upside

ENGINEERING

We are the **Upside**<sup>®</sup>  
*Our Culture Code*



# OUR CULTURE IS OUR COMPETITIVE ADVANTAGE

## Why we do what we do

We empower our people to generate quality solutions that enable our customers to move energy and power the world.

## How we do this

We create a healthy and vibrant work environment that supports our people in designing quality solutions for our customers.





## Our goal is

to inspire team engagement and satisfy customers while making our community a better place.

## What matters most

Employee Happiness & Engagement  
Continuous Improvement & Innovation  
Customer Satisfaction & Loyalty  
Community Relations & Environmental Sustainability

Those things that matter most to us ensure our sustainable success as a company. They are our priorities.



**OUR CULTURE SETS US  
APART**



**OUR CULTURE IS D  
BY OUR...**

**VALUES**

**BELIEFS**



**LANGUAGE**

**BEHAVIOURS**



**REFINED**

# OUR *VALUES* & WHAT THEY MEAN TO US

## **We are Respectful**

*We treat people fairly*

## **We are Honest**

*We are open and direct*

## **We are Trustworthy**

*We do what we say we will do*

## **We are Humble**

*We don't let our egos get in the way*

## **We are Innovative**

*We encourage collaboration & continuous improvement*

## **We are Diverse**

*We value individual differences*

## **We are Compassionate**

*We care about our impact*





# OUR VALUES INFLUENCE THE DECISIONS WE MAKE & OUR *BELIEFS*

We are a **family-friendly** company

**Work-life balance** matters

We **communicate** openly and honestly

We build healthy and loyal **relationships**

We are **flexible, nimble** and open to change

What makes us **different** makes us stronger

Our **people** and **clients** matter

We make a **positive difference** in the community





**Thank you**

**Let's talk about this**

**Let's try it**

**Good people attract good people**

**We are in this together**

**How are we making a difference?**

**THE *LANGUAGE* WE USE IS AN  
INDICATOR OF OUR TRUE CULTURE**



# THE *BEHAVIOURS* WE DEMONSTRATE DEFINE OUR CULTURE

Open to change and a positive attitude

Working together collaboratively

Solving problems creatively

Regardless of rank, title or relationship challenging  
one another respectfully

Doing the right thing and celebrating success

Caring about one another and our community



# OUR *CULTURE CODE* ATTRACTS AND RETAINS TOP TALENT

We are a **family** and are in it together

We are **flexible**

We **collaborate** and **empower** one another

We are **accountable to each other**

We generate **quality solutions**

We have **fun** and **celebrate success**

We make decisions aligned with our **values**

We care about our **impact** and lead by example



LET'S *CONTINUE* TO MAKE A  
POSITIVE DIFFERENCE





**Upside Engineering Ltd.**

409-10th Avenue S.E. | Calgary, AB | T2G 0W3

[upsideeng.com](http://upsideeng.com)

403.290.4650

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