

BUILDING A BETTER WORLD
TOGETHER

OPTEL'S CULTURAL PLAYBOOK



OPTEL's Cultural Playbook brings together our values and represents who we are. It is, in a way, our organizational **PERSONALITY**.

We have developed it using a collaborative exercise involving the **WHOLE** OPTEL collective. Here you will find our 5 distinctive values.

WELCOME TO THE OPTEL UNIVERSE





OUR VALUES

SOCIAL AND ENVIRONMENTAL RESPONSABILITY

It means taking into account the impacts and issues related to the social and environmental realities of all our decisions and actions.

AGILITY

It is the constant search for improvement and efficiency.
It means developing our ability to adapt to change and learning to bounce back to move forward and evolve.

RESPECT FOR OTHERS AND COLLABORATION

It is our **STRONG** desire to establish meaningful human relationships.
It is approaching each person as an equal, with respect and kindness.
This translates into empathic listening, welcoming diversity and being open to different ideas.

RESPONSABILITY FOR PROFESSIONAL BEHAVIOR

It is to take responsibility for one's own development and professional action. It is the quest for performance and self-transcendence. It is based on the establishment of high-quality standards, rigor and excellence.

PRIDE IN ONE'S WORK

It is to give meaning to what each of us achieves by deploying our intelligence and creativity. It is the result of our participation in a project bigger than ourselves;

building a better world together.

SOCIAL AND ENVIRONMENTAL RESPONSABILITY

#FAIR TRADE COFFEE

"SUSTAINABILITY IS ONE OF THE PILLARS OF OPTEL, SINCE OUR GOAL IS TO MAKE A MORE SUSTAINABLE WORLD."



Preventing counterfeiting reduces health risks!



Promoting volunteering and environmentally friendly actions!



#REDUCE
#REUSE
#RECYCLE

"AS A B-CORP, OPTEL TAKES CARE OF PEOPLE, BUSINESSES AND THE PLANET."



AGILITY

Reflecting frequently on how our processes can be improved!

#OPEN TO CHANGE



Optimizing value delivery!



"DELIVER SMALLER, MORE OFTEN, IN
TRANSPARENCY WITH INTERNAL AND EXTERNAL
CUSTOMERS"

#FLEXIBILITY

Frequent synchronizations
between teams (no silos)!

#THINK
DIFFERENTLY



RESPECT FOR OTHERS AND COLLABORATION



"WE HAVE A VOICE!
WE ARE ENCOURAGED TO SHARE OUR IDEAS"

#TOLERANCE

Culture of mutual help
and caring!

"WE ARE ALL WORKING
TOWARDS A COMMON GOAL"

#COMMUNICATION



Recognition of individual
strengths and talents.



RESPONSABILITY FOR PROFESSIONAL BEHAVIOR

"GETTING INVOLVED IN PROJECTS
AND TAKING RESPONSABILITY"

#HONESTY AND
INTEGRITY

#RECOGNIZING
OUR MISTAKES



Being transparent
and honest
about what we can
and cannot do!

" CARING ABOUT THE QUALITY OF
DELIVERABLES AND ITS IMPACT ON THE
SUCCESS OF PROJECTS "

"MAKING SURE
THE PROJECT IS
UNDERSTOOD
AND NOT MAKING
ASSUMPTIONS"



PRIDE IN ONE'S WORK

#TEAMWORK

"I AM PROUD THAT WE ARE
POSITIONING OURSELVES AS A MARKET
LEADER, WITH SOCIO-ENVIRONMENTAL
SOLUTIONS"

#SUCCESS



Customer and peer
recognition



"I LIKE DEVELOPING
NEW SOLUTIONS FOR
NEW CUSTOMERS IN
NEW MARKETS!"