

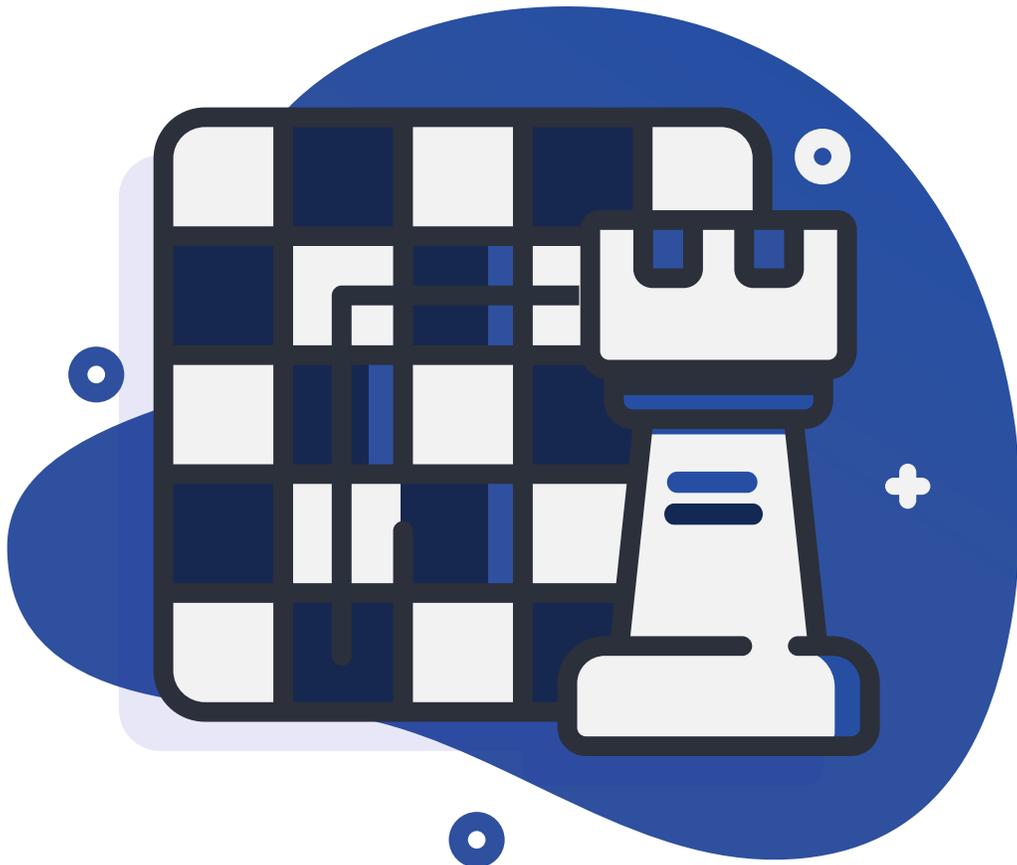


**Blinker Engineering**  
**Core Values**

# Deliberate

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We empower developers to  
make meaningful decisions,  
every day.





## **We drive forward with direction and ambition.**

Great things rarely occur by accident. We have lofty ambitions for ourselves, the team, and the company. We achieve those goals through healthy pragmatism and deliberate thinking, day-in and day-out.

## **We build things to last.**

We build robust software, with solid foundations. Our code is supported by automated tests to avoid regressions and ensure the requirements are consistently met. We own the quality of our code, and proactively maintain our software.

## **We see software development as a series of trade-offs.**

There are various benefits, and drawbacks to each approach. We reject dogmatic perspectives about software development. Instead, we favor thoughtful analysis and evaluating all of the options.

## **Deliberate applies to more just tech.**

We consider the business context as we build. We seek guidance when there are significant product implications to technical decisions. We include non-technical factors like people, processes, and our users in our day-to-day engineering decisioning process.

# Engaged

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Continual collaboration  
produces the best results.





## Successful companies are built on collaboration.

We build better software when we actively engage with teams across our business. We collaborate through formal processes like code reviews, as well as informal processes like pairing, diagramming, and brainstorming together.

## We utilize expertise across the company.

We focus our expertise in software, and utilize the numerous areas of expertise across the company to build great products. Trust and autonomy are reciprocal, and we cultivate positive feedback loops with our connections across the business.

## Active engagement is investing in our own success.

We are active collaborators in meetings, planning sessions, and discussions. We proactively offer suggestions to problems, and we regularly retrospect when completing projects. We recognize that engagement with others, the company, the technology, and our work, fuels our career development and growth.

## The workplace is better when we are all engaged.

We spend too much of our lives at work to feel isolated, bored, or detached. Engaged individuals lead to a more positive, and less stressful working environment. A team of enthusiastic, positive individuals will not only make a better product, they will have a better time doing it.

# Flexible

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Because flexible engineers  
empower the team and  
the business.





## **We are continuous learners.**

We enjoy learning new frameworks, tools, patterns, or programming languages. Being flexible leads to more interesting work, new challenges, career development and opportunities for personal growth.

## **We build with agility.**

We don't believe in heavy-handed processes, or rigid structures. Engineers at Blinker are empowered to make decisions and take risks. We believe in hiring great people, and getting out of their way. We believe in the principles of agility, more than we believe in formal "agile" processes.

## **We are software engineers.**

We are not front-end developers, devops engineers, or mobile developers. We are software engineers, and core engineering principles and practices apply to all disciplines.

## **Contextual breadth and depth.**

We take opportunities to develop deep expertise on our long term projects, and technologies. However, we also welcome opportunities to widen our technical knowledge, and skill sets.