



Articul8



Our Culture Code

| 42 is the answer to life, the universe,
“ and everything.

| **Hitchhiker's Guide to the Galaxy**



What is e⁴²?

e⁴² is the heart and operating system of our company. It's not just a list of values, it's how we show up, work together, and make decisions, day in and day out. Inspired by the spirit of discovery and adventure from Hitchhiker's Guide, e⁴² is how we navigate the unknown, tackle challenges, and move forward as a team. e⁴² gives us a shared foundation for how we treat each other, how we serve our customers, and how we build our future.

Why do we need it?

As we grow, take risks, and face new challenges, e⁴² keeps us aligned and true to our mission, no matter how fast things move or how much we change. It helps us attract and keep the right people, earn trust with our customers, and build a place where everyone knows what we stand for. By anchoring every action, decision, and conversation to e⁴², we can create a culture that is resilient, focused, and extraordinary.

How and when do we use it?

Always. In everything. e⁴² is our way, not just in moments of uncertainty, but in every meeting, project, email, hire, conversation, and product. e⁴² is for everyone: new hires, veterans, managers, individual contributors, and leaders. Use e⁴² to shape your daily decisions and priorities, and let it be your guide whenever you give or receive feedback. Rely on it while designing, building, and delivering product, as well as throughout hiring, onboarding, and developing talent. Bring e⁴² into team discussions, strategy sessions, and every customer interaction. Let it push you to grow, challenge assumptions, and act with purpose. Whenever you're stuck, uncertain, or want to challenge the status quo, ask yourself which part of e⁴² is most relevant, and let it guide your next step.

Every person at Articul8 is a steward of this culture. When in doubt, look at e⁴². It's the answer to everything. Everyone at Articul8 is responsible for living these principles. This is our way.

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Practice Humility

Stay open to learning from anyone, anytime; be thankful for the opportunities life brings and always remain curious.

Ask yourself:

- Am I asking questions, even when I think I know the answer?
- When did I last admit I didn't know something and seek help?
- Have I thanked someone for teaching me something new, regardless of their role?
- What did I learn this week, and from whom?

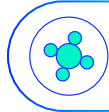


Bias for Outcomes

Focus on what truly matters. Deliver meaningful, data-driven results, knowing that dates and scope are non-negotiable, while resources are flexible (in that order).

Ask yourself:

- What will be different or improved once I'm done with this task?
- Am I working on what really matters to our customers or the company?
- Can I clearly articulate the impact of my work, not just the activity?
- Should I stop or rethink this work if it's not moving the needle?

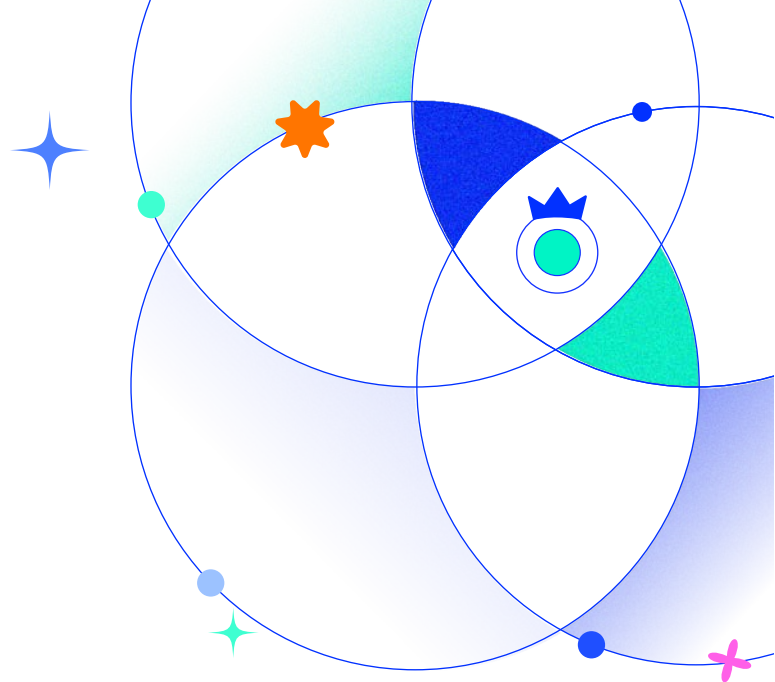


Care Deeply

Act with genuine care and ownership. Quality and trust come from treating every person and problem as your own.

Ask yourself:

- Am I treating every problem as if it's mine to solve?
- Am I taking ownership when I spot an issue, or am I ignoring it?
- Have I given honest and respectful feedback, and appreciated others?
- Am I helping others without expecting anything in return?
- If I truly cared, would I act differently right now?

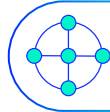


Do the Impossible & Embrace Scarcity

Dare to Do the Impossible & Embrace Scarcity. Think infinitely big; don't let constraints hold you back. Use every limitation as fuel for creativity, and never let "not enough resources" stop you from trying.

Ask yourself:

- Are my goals stretching my comfort zone and making me a little uncomfortable?
- When told "it can't be done," am I finding a way or a better way?
- Am I using constraints as creative fuel instead of complaining about them?
- Am I making bold bets and learning from failure?
- Do I let my results speak, or am I seeking recognition for its own sake?



Build a Better World

Our mission is to build a better world. Leave a positive mark by striving to do good, not just avoid harm.

Ask yourself:

- Is my work making things better for someone, today or tomorrow?
- Have I found small ways to leave a positive mark in my interactions?
- Am I seeking opportunities to do good, not just to do no harm?
- Am I challenging anything that could harm our mission or our people, even if it's uncomfortable?

Living e⁴²: This is Our Way

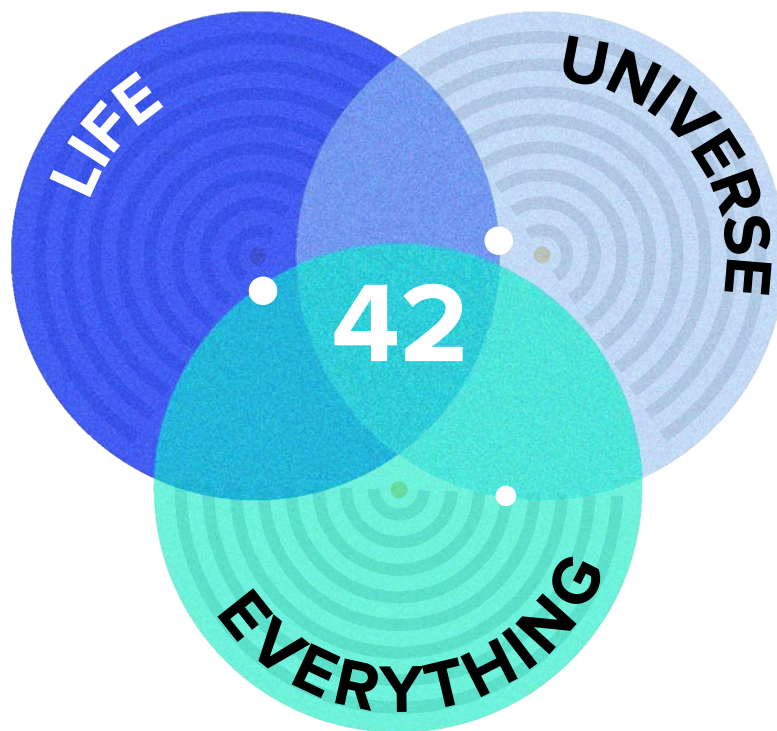
e⁴² isn't just something one reads once during onboarding, it's a set of principles to return to every day. It means keeping it close, talking about it in 1:1s and team meetings, and using it to hold ourselves and others accountable. It's about challenging ourselves to bring e⁴² to life in our work, decisions, and interactions. And if things ever feel uncertain or complicated, we return to e⁴² as our guide.

Together, we shape the future of Articul8, one decision at a time. Each of us is a guardian of this culture, and how we live e⁴² will define who we are and what we achieve. If you have ideas on how e⁴² can evolve, or examples of it in action, share them. We grow stronger by learning from each other.


This is our way, and we're building it together. May the force be with us!

Why 42?

Fans of The Hitchhiker's Guide to the Galaxy will remember that "42" is the answer to the ultimate question of life, the universe, and everything. While we may not have all the answers, e⁴² gives us a way to navigate ambiguity and uncertainty, together, with shared principles. It's our own answer for how we work and grow as a team.



Articul8

 @articul8-ai  @articul8_ai

Stop Falling Behind. Start Articul8'ing. Learn more at articul8.ai

