

gomaterials

# CULTURE CODE

Everything you need to know about our culture  
and what makes working at GoMaterials so great!



# What is Workplace Culture?

go



It's the **personality**  
of the organization

...and



It's the **environment**  
created for employees





It's also when the company policies and employee attitudes, beliefs, and behaviors align with the overall goals of the company.

Finally, it determines how well an employee will fit in.



# What Impacts Culture?

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# 8 Contributing Factors

1. Mission, vision & values
2. Leadership
3. Management
4. Company policies
5. Workplace practices
6. Workplace environment
7. Employees
8. Communications



# **Why is Culture Important?**

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**A strong workplace culture  
enables a company's success**

# 01

## COMPANY IMPACT

1. Create a strong reputation
2. Attract great talent
3. Retain employees
4. Drive financial performance

# 02

## EMPLOYEE IMPACT

1. Engage employees
2. Increase productivity
3. Improve job satisfaction
4. Promote healthy development

**Now, let's find out about [GoMaterials](#)  
and how we apply these principles**



**What We Do**

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# Our Story

After owning a landscape construction company for over 10 years, GoMaterials' CEO, Marc Elliott, understood that procurement in the landscape industry was a real problem. He experienced the headaches related to poor quality materials arriving on the job site, last minute order changes, product availability shortages and late deliveries. So, GoMaterials was founded to help solve these headaches.

 **Yay!**



**Our slogan!**



**We take the hassle out of your hustle!**

**Our mission is to help landscapers save time, money, and stress by creating the most efficient wholesale procurement marketplace.**



# Fun Facts About Us

- ★ We are one of Canada's fastest growing startups
- ★ Our expected yearly growth is over 100% in 2021
- ★ We have sourced over 1 million plants & trees
- ★ In 2018, we were named one of Canada's Most Innovative Companies by Innovations of the World

**Why We Do It**

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What is a *Why* Statement and  
is *why* actually important?



[Click to find out](#)

Our purpose is to relieve people's everyday stress so that they're empowered to reach further

OUR WHY

**Our **vision** is to fulfill the material  
needs of any landscape construction  
project, anywhere in the **world****

**Wow!**

# How it Started

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# The Founders

3 friends knew that they wanted to go into business together, so they made a list of problems to solve. They even went as far as taste-testing ice cream, before finally realizing that there was an important problem in the landscaping industry. They did some research, created a business plan, and brought on a fourth member with the tech skills to build something amazing! In March 2017, the four friends piloted Redwood Materials, then finally rebranded to GoMaterials. Since then, business has been booming and the company continues to grow exponentially each year!

# Meet the Founders



**Marc Elliott**

**CEO & Head of  
Operations**

Owned a landscaping  
company for 10 years



**Shireen Salehi**

**Head of Product  
& Marketing**

Background in global  
brand management



**Michael Bellows**

**Head of Business  
Development**

Background in sales &  
global brand management



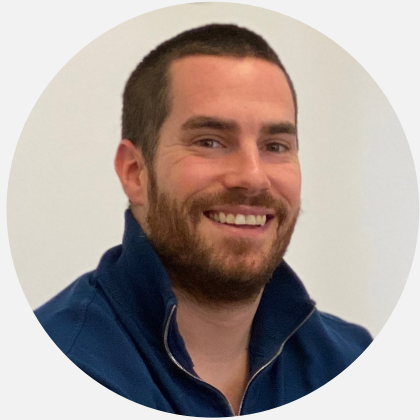
**Kunsheng Zhao**

**Head of  
Technology**

Background in NLP & health  
care software development



# Who Are They Really?



**Marc**

King of country music, loves working out, hunting, and eating ice cream



**Shireen**

Organization queen, with a big sweet tooth who loves the heat and beach livin'



**Mike**

Loves travelling, running marathons, cycling and playing sports, including hockey



**Kun**

Loves playing basketball and video games, as well as reading and combat training

# How We Succeeded

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None other than with  
our **AMAZING** team!







Our team is our biggest asset!

At GoMaterials, we believe in teamwork through support and mentorship. We regularly have team trainings and constantly focus on team building.

# What Makes up Our Team?

9 nationalities

8 languages spoken

22 degrees obtained

17 industries worked in

40 years of industry experience

29.6 average age

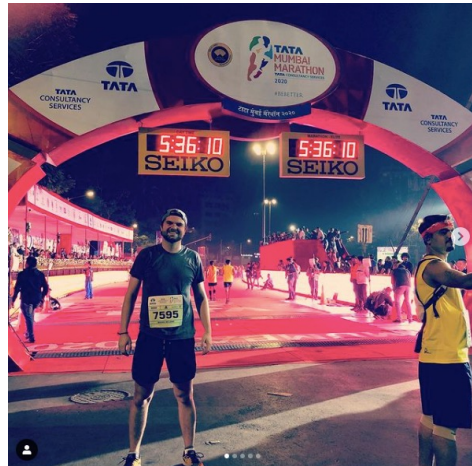
8 pets owned

49 countries visited

20 hobbies

11 sports practiced

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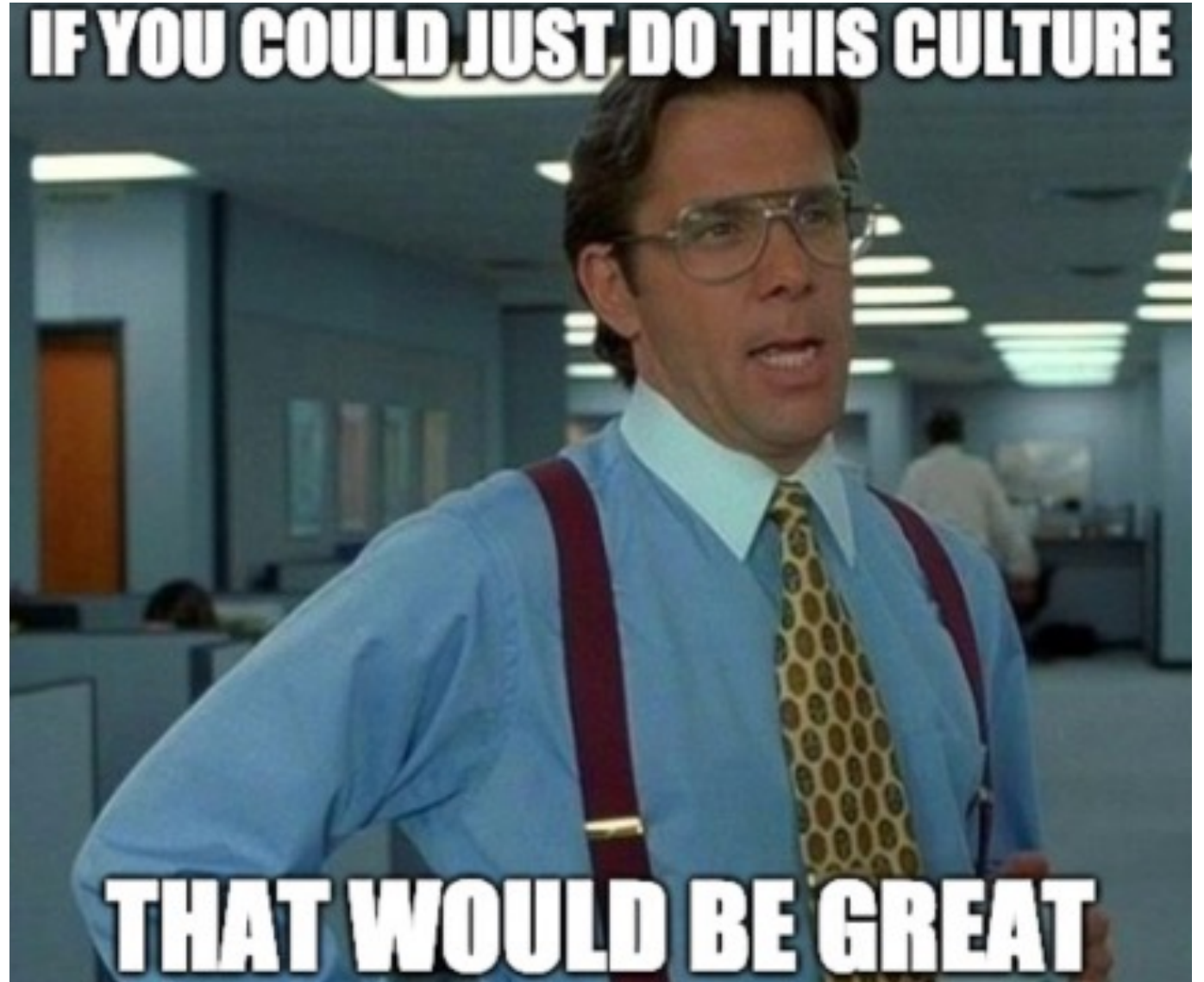


**Our Culture**

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Our culture  
enables us  
to **succeed**



But this wouldn't be possible  
without **engaging** our team

...How do we do that?

**First, our values  
keep us on track**



## **Have Fun**

We celebrate the wins, learn from the losses & have some laughs in between!

## **Support Each Other**

We're a team! Together, we are smarter, faster & stronger.

## **Grow Together**

We're hungry for both business & personal growth and we embrace change!

## **Be Resourceful**

We make shit happen! Our smarts and hard work get us pretty damn far.

## **Care**

We do business with integrity! We go above & beyond for our team, company & community.



Each member of our team plays a pivotal role in growing our business. We have an open and transparent relationship so that everyone can contribute their ideas.

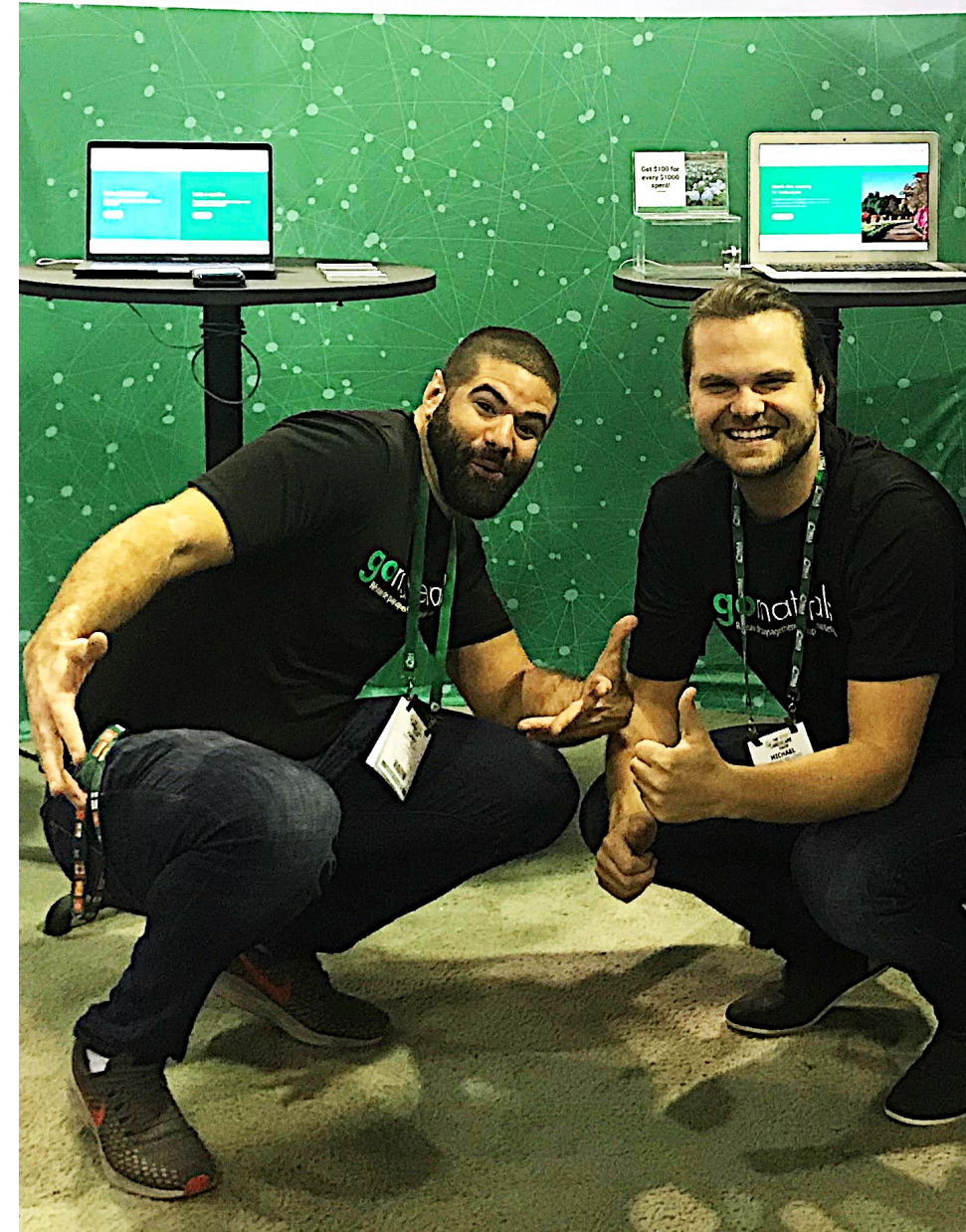
**Second, we abide by  
a strict work-hard,  
play-hard **mentality!****





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Réseau de paysagement | Landscape Material Network



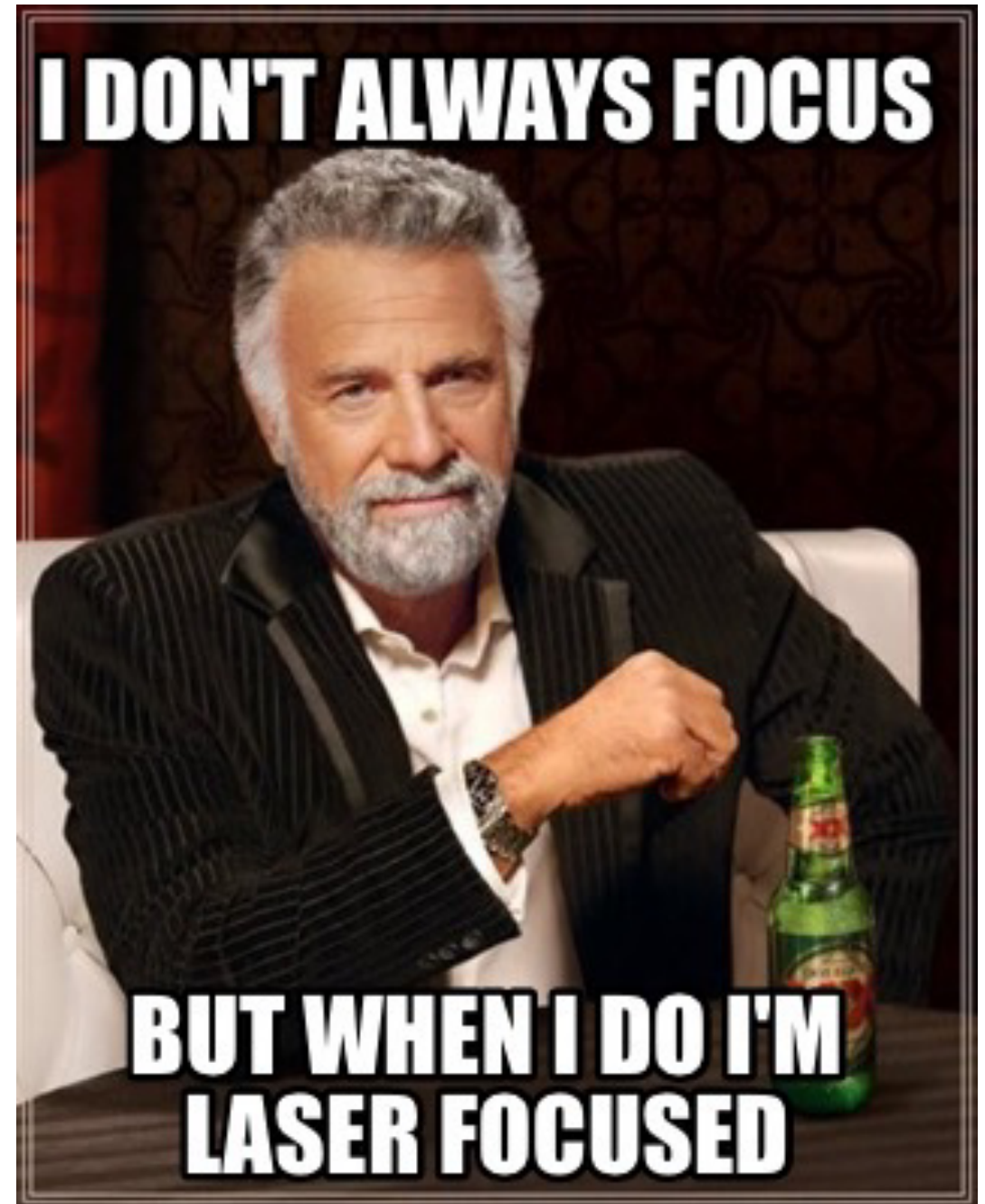


We have a **competitive** team,  
with a strong drive to win!





Most importantly  
we stay **focused!**



# How We Stay Focused

- Listing and understanding our business priorities
- Determining the right strategies and courses of action
- Communicating with all functional team members
- Tracking our progress continuously



**Third, we help  
our team **grow**  
personally**



# Personal Development

- We focus on coaching vs. directing to enable our team members to become leaders
- We encourage everyone to create health, skill or hobby-related goals and we keep them accountable
- Our environment welcomes questions and help is always available, even for non work-related topics

**We asked our team to share  
how working at GoMaterials  
helps their **personal growth****

**...here's what they said**



“We’re always trying to marry personal life challenges with work life challenges. We find a good balance to make sure we are working on both.”

“It puts me in a framework to set goals and plan to achieve them.”

“The skills learned can be transferred to everyday life.”

“Working here helps me get me out of my comfort zone.”

**Fourth, we help  
our team **grow**  
professionally**





# Emphasize Training

A

We place a strong emphasis on **training**. We want each team member to have product and process knowledge allowing them to fully understand why GoMaterials exists and how we do what we do.

## Favor Communication

**B**

We provide weekly and monthly trainings and round table discussions. **Communication** is open, and everyone is learning from each other.

## Invite Ideas

C

Our team members are **part of the action**, with the opportunity to present new ideas and run with them. We try our best to provide the right tools and framework to help each one succeed!

## Track Goals

D

Everyone participates in **goal tracking** through our Aspirations, Capabilities and Engagement Program, as well as our Personal Development Plan!

**Next, we asked our team to share  
how working at GoMaterials  
helps their professional growth**

**...they said**



“Seeing all parts of a business take place gives a way deeper understanding of business. Trainings are extremely useful and help me do my job better.”

“Through many training sessions with industry professionals.”

“By always learning & taking new challenges as they come.”

“By being open to new ideas & working collaboratively.”

**But why does our team  
love to work here?**





“The team & support we all give makes the losses sting less & the wins even better.”

“I am able to be myself.”

“Being part of a disruptive startup with a lot of growth opportunity.”

“Young, dynamic team with great role models in leadership roles.”

“I feel valued & respected.”

**We also asked why working  
at GoMaterials is **better** than  
working at a previous job**

“The down-to-earth positive bonds the team encourages between employees.”

“The team - nothing will compare. No managers I will ever have will be better.”

“I genuinely like the people I work with & we’re taking on a massive industry.”

“I have more power to make decisions.”

**Our Future**

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**As our company grows, we **aspire**  
to have a culture that's about...**

1. Open communication and trust
2. Reflection and celebrating
3. Collaboration and support
4. Empowerment and valuing our team
5. Getting sh\*t done and having lots of fun



**Wrap Up**

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**FIGURED OUT WORKPLACE CULTURE**



**GOOD JOB**



Let's look back at some of  
the **key points** we covered!



Without our talented and hard-working team, our company's success would not be possible!



# Why?

Because we focused on creating a strong company culture, so our team is continuously engaged!



# To Engage Our Team We...

1. Use our 5 company values to keep us on track
2. Work-hard, play-hard, and stay focused
3. Help our team grow personally and professionally

# The Result?

Our team members love working here because they feel supported and valued. They are excited about working together to innovate a massive industry!



**At GoMaterials, we're determined to create a huge impact in our industry, a challenge we accept without hesitation!**

**Think you'd be a good fit?**