

Mudano means...

A guide to our values, behaviours and culture

MUDANO
WASTE LESS. DO MORE.



...being determined to transform a wasteful industry.

An industry that's stuck in its ways.

We only work with people as ambitious and driven as we are.

At Mudano there's no time to kick back, stick your feet up and look out the window. We're on a mission to transform an entire industry. It's a big challenge. But what doesn't challenge you, doesn't change you.

People with this drive and fire are our life blood. They aspire to do and be more. That's why our acceptance rate is even tougher than Harvard.

We only want the best.

Those who believe in...

*...values that will
realise a vision.*





Our values

Believe we can change the world – together

It's our ambition that unites us and sets us apart from the pack. We work together to enlighten and empower people to save their company time, money and stress. We believe we can help build a better business world. Which means a better world, full stop.

Start now and prototype

We started with a prototype. We just got going and found a way. You will too. We give you permission to be brave, to try new things – to fail. We've failed before. We'll fail again. But we learn from it. We make failure our fuel to keep improving and succeeding.

Lead from every position

We know you're capable. That's why we hired you. You've made the first team. So be on it from day one. You'll have the platform and the support you need. Now play your part and help achieve the vision. Lead from the position you're playing, even if we ask you to play goal keeper instead of goal scorer.

Champion one another

Be there; for colleagues, customers, your mentor, your coach and for you. Be respectful but talk straight. We can't change a wasteful industry without speaking up. Or backing up our team. Respect the unique insight and voice that each person has; be the soloist *and* belt out the chorus in perfect harmony.

Deliver lasting value for our customers

We don't have a 'takeover' agenda. We upskill and enable. We bring all our skills, capabilities and energy to every project, leaving our customers in a better place than when we started. Forever. Even when we've gone and they've forgotten who we are or how they got there.

*Embrace these values
and we will reach the
potential we have.
It all starts when we...*

...live Delivery Science.

Our framework

Delivery Science™ is our project management and data analytics framework.

It's the two words that started this business and the two words that still drive it today.

Delivery Science is data, process, experimental method, software, deep learning models and – above all else – people.

Our people. Our practitioners. Focused on project efficiency and business value delivery. Passionate about removing bias and guesswork and replacing it with informed, objective decision-making.

Practise what we preach. Live by our methodology day in, day out. Trust the data. Trust the research. Trust ourselves. Trust each other.

*We can only
transform an industry
when we truly live
Delivery Science and
demonstrate the...*

*...behaviours that
will move frontiers.*



Our behaviours

Imagine with intelligence

We're a data company that's doing things nobody has done before. That takes sharp and agile minds. Minds that can make the leap from the known to the unknown; that question what's possible. Think from first principles and dare to go somewhere new.

Enjoy uncomfortable

Transforming an entire industry requires desire, energy, perseverance and a restlessness to push the boundaries of what's possible. It also takes people – ourselves and our customers – out of their comfort zone. But while challenging the status quo can be scary, the results we deliver are worth it.

Be ~~clever~~ and concise

We move fast. To keep momentum, we need to simplify big challenges into concise statements and efficient dialogues – avoiding procrastination and the paralysis of information overload.

Apply ethics

We work in a transparent manner. If we finish a project ahead of time, we'll call time on our fees that day rather than aimlessly tread the hamster wheel to burn the agreed contract fee. In an industry used to wasting millions, it takes many clients by shock.

Be your authentic self

We don't want clones. We've enough of those in the industry already. We want knowledge-age thinking. It doesn't matter if you prefer suits or jeans. If you wear nose rings or diamond rings. If you hold a briefcase, a baby or both. You'll only be the best version of yourself when you are yourself.

Science eats opinion

Your past was getting you nowhere. You went dizzy running circles in your head. Everyone knew best and they were always right. Yeah, right. Stop. Break out. Don't take anyone's word for it. Ask the awkward questions. Ask for the proof, the insight, the truth. Apply a little science; get a different result. A better result. Find the data and run your own experiments. Test the theory and prove them all wrong. That's the Mudano way.

And for these behaviours to build the autonomous project, we need...

...purple people.

Purple was a very deliberate choice for our brand colour.

Purple is associated with change and creativity.

Purple sets us apart from the bland blue and pastel ubiquity of our competitors. Those determined to tread the same old paths; to find the same solutions and ignore the real problems.

Purple tells everyone that we're cutting our own path, unleashing our own vision. Breathing free.

If what we're saying rings true, it's because you're a purple person.

Our job is to realise that potential you've always had. Enable you to do the things you're capable of, but have never been given the opportunity to do.

At Mudano you can redefine what's possible.

You can say...



*...farewell to
the mundane.*



Hello to different.

Mudano. Not just a data company. A collective of unique individuals but with a common set of beliefs, behaviours and values. Our own culture.

Culture is how we work together. Easy to experience, harder to pin down and define in words.

It's nice to have a great office with free coffee, welcome beers and the resources for people to reach their potential. But that doesn't make a culture.

Culture goes much deeper into the heart of our business and every person in the team.

It's the beliefs that guide our thinking, inform our decisions and sneak into every little thing we do.

*Every little thing
designed to...*



*...waste less
and do more.*

Our manifesto

The limits we have as human beings are mostly self-imposed. And that's where complacency sets in.

With the right data and human intellect, and inspired action over procrastination, there is always room to take humanity further.

We are determined to transform a wasteful industry. An industry that is stuck in its ways. And that requires desire, energy, perseverance and a restlessness to push the boundaries of what's possible.

Mudano uniquely integrate consultancy, machine learning and data insights to eliminate project delivery waste, increasing the immediate and long-term customer value.

It's not about robots running the show. It's about business leaders. We enlighten and empower people to save their company time, money and stress.

Inspiring decisions that release potential.

Helping people to do and be more.

Because however good better might be, it can always be bettered.

Mudano.
Waste less. Do more.





Take the first step.

*Be brave. Be yourself.
Be better. Be Mudano.*



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