

Connect. Innovate. Grow.

Geotab Culture Book

GEOTAB®

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Connection is at the heart of everything we do.

We've grown a lot over the past 20 years, but no matter how big we get, we embrace our differences and find common ground in our core values. These values help us think differently, act intentionally, and keep things fun!

**We live out our core values every single day.
They guide our decisions and the work we do together
– building for a safer, smarter and sustainable future.**



Geochamp ambassadors embody our core values, positively influence others, support Geotab's vision and create a culture that upholds growth and continuous development.



We want you to be free to think, create and get things done.

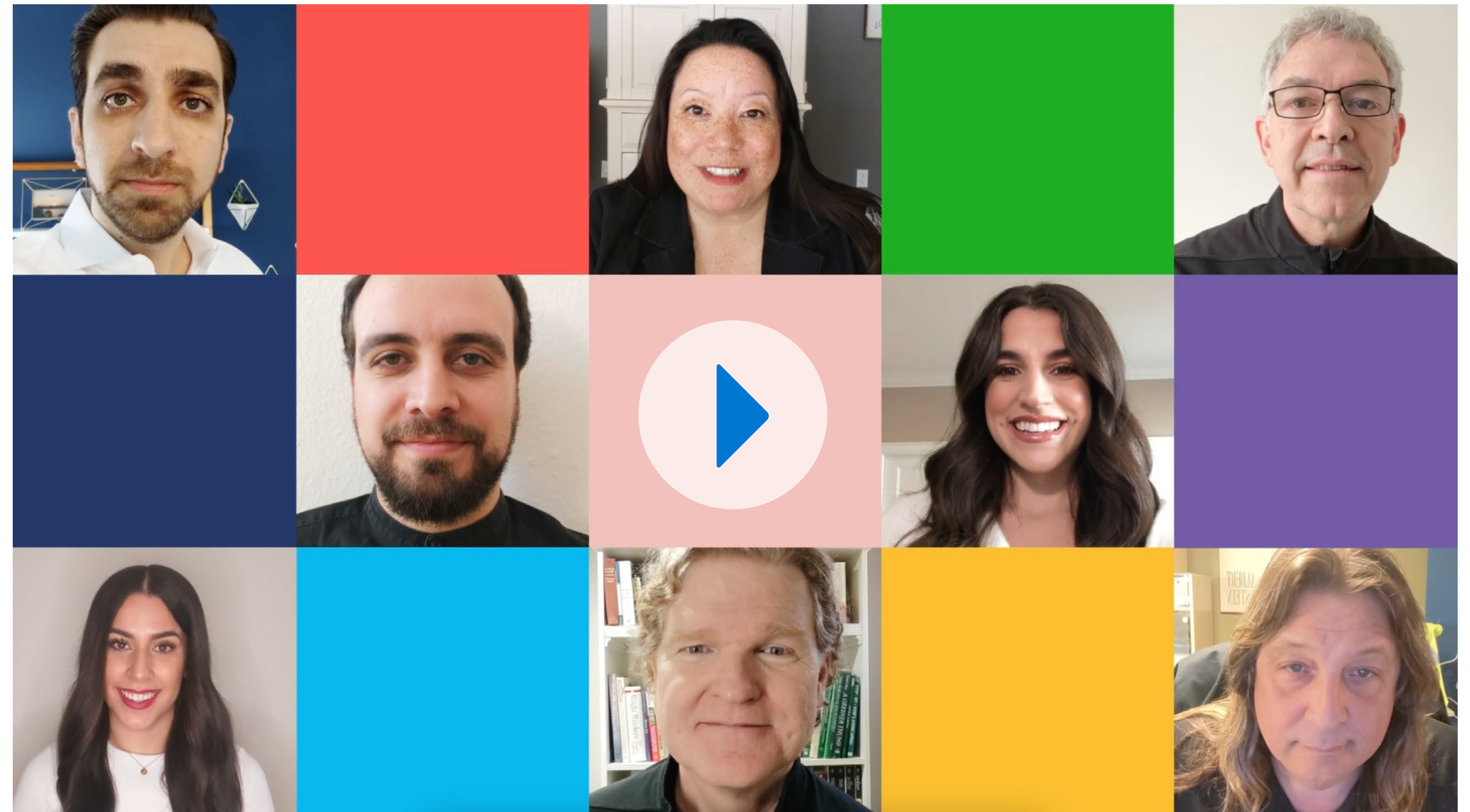
We hire incredible people so that we don't have to have cumbersome rules or processes. We pride ourselves on providing complete visibility into the successes, and sometimes failures, of our business as we grow and scale.

Most of all, we're a team, and the best teams always make time for a bit of fun. Don't forget to join in on virtual social activities, team builders, wellness initiatives and more!

Together we achieve more.

“It started with a spark.”

What do fellow Geotabbers think about
our company culture? Watch the video:





Our mission is to be a sustainability leader in our operations, value chain, and culture – while also helping to transform the transportation industry, creating a more sustainable, safe and net-zero carbon future.



Learn more about Geotab's Climate Change Position [here](#).

Innovate and develop for the future

01



Seize opportunities for learning and growth as individuals and as a team.

Listen carefully to our customers' challenges. Deliver knowledge and technology that propels Geotab, our customers, partners, and communities forward.

Pursue growth opportunities within, between and beyond our current business model, creating trends that others follow.

Build for the future. Do this relentlessly by focusing on safer, smarter and sustainable technology built for long-term scale.



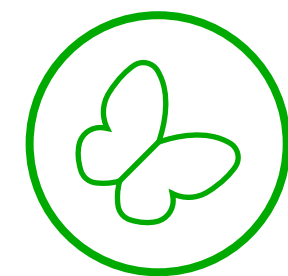
Innovate and develop for the future

Am I living this Geotab value?

- Do I respectfully challenge the status quo when I see an opportunity to improve products and processes and/or add value for partners, resellers, customers and our communities?
- Do I consider the environmental, social and economic impacts of my decisions, and do I make an effort to keep sustainability top-of-mind?
- Do I assess and accept strategic risks to move Geotab, partners, resellers, customers and the communities we serve into the future?
- Do I make decisions based on current reality and future potential?
- Do I exercise creativity in problem-solving to uncover better approaches and solutions?
- Do I seek out opportunities for professional development and growth — both internally and externally — such as courses offered by the Learning & Development team, reading, following thought leaders, observing what other organizations are doing, attending industry events and taking courses?
- Do I make an effort to stay on top of industry trends and developments?
- Do I stay connected to Geotab's goals and objectives to understand where we are headed in aid of spotting opportunities and addressing issues?
- Do I support my colleagues' learning and growth and creativity?



Embrace change



Encourage and support colleagues, partners, and customers who identify opportunities for improvement and advancement.

Actively seek and accept change that will lead to a sustainable future, improving long term performance and results.

Adapt and evolve for personal and organizational growth.

Respond to the changing market and address customer needs by aligning strategy, product and service offerings.

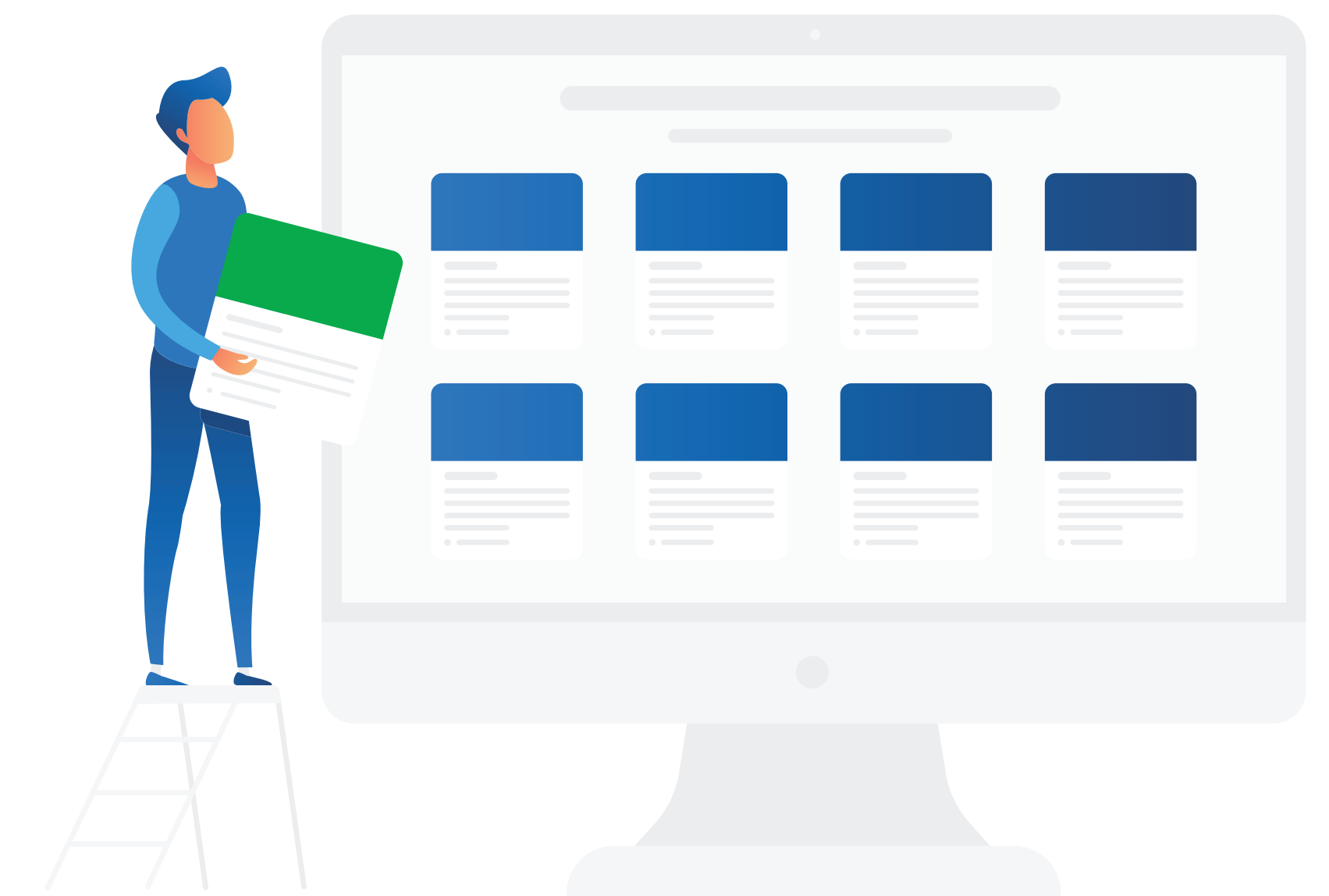
Be passionate, handle tough problems and take on new challenges.



Embrace change

Am I living this Geotab value?

- Do I accept new ideas and approaches even if the old way of doing things seems to be working?
- Am I generous in giving support to others who are introducing change to improve performance and results?
- Do I seek support if I am having difficulty with a new process or approach?
- Do I respectfully challenge and help seek out alternate solutions if I see pitfalls, rather than rejecting a new idea?
- Do I look for opportunities to improve efficiency and effectiveness?
- Am I using my skills and expertise to uncover new opportunities?
- Am I open to differing views and perspectives?
- Do I accept and encourage new ideas and solutions from all of my colleagues, regardless of title, age, gender, ethnicity, experience, etc.?



Collaborate and strive for transparency



Mobilize the experience and expertise of the entire Geotab team – across all levels and regions of the organization.

Be open and honest about your skills and improvement areas. Mistakes are even okay as long as you learn something from them. Having weaknesses doesn't make you a failure, it makes you human.

Share knowledge readily and widely. Support shared learning, and provide feedback respectfully.

Embrace diverse perspectives, unique skills and experiences. Think broadly when seeking out potential collaborators.



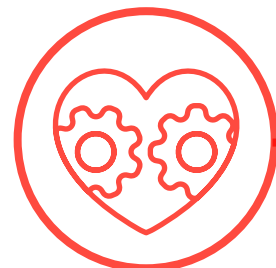
Collaborate and strive for transparency

Am I living this Geotab value?

- When I discover something that is helpful, do I share it with others who could benefit from the information?
- Do I recognize the contribution of others in a meaningful way, such as sharing their work and ideas to move them forward, and thanking colleagues who have supported my work?
- Am I inclusive when I consider “who needs to know this?”
- Do I include peers at all levels of the organization and across all regions?
- Am I respectful when I raise concerns or ask questions about others’ work or ideas?
- Do I seek feedback and input from others, even if they have dissenting perspectives?
- Am I open to feedback about my own ideas and work?
- Do I ensure my camera is always on during meetings?
- Do I take accountability for my roles and responsibilities?



Work hard your way



Develop your work style. Recognize approaches that allow you to make your best contributions (time of day, location, personal work style that makes you most productive).

Enjoy the journey. Take the time to stop and acknowledge where we came from so that we don't miss how impressive the climb is. And most importantly, have fun!

Work hard to achieve and exceed. Take responsibility and be accountable for all outcomes and experiences that impact customers, partners, resellers and colleagues.

Be kind to yourself, to others and to the planet.

Make something better, today. Customers trust us to build things that work and we take that seriously. We overcome obstacles, find solutions and deliver exceptional results.

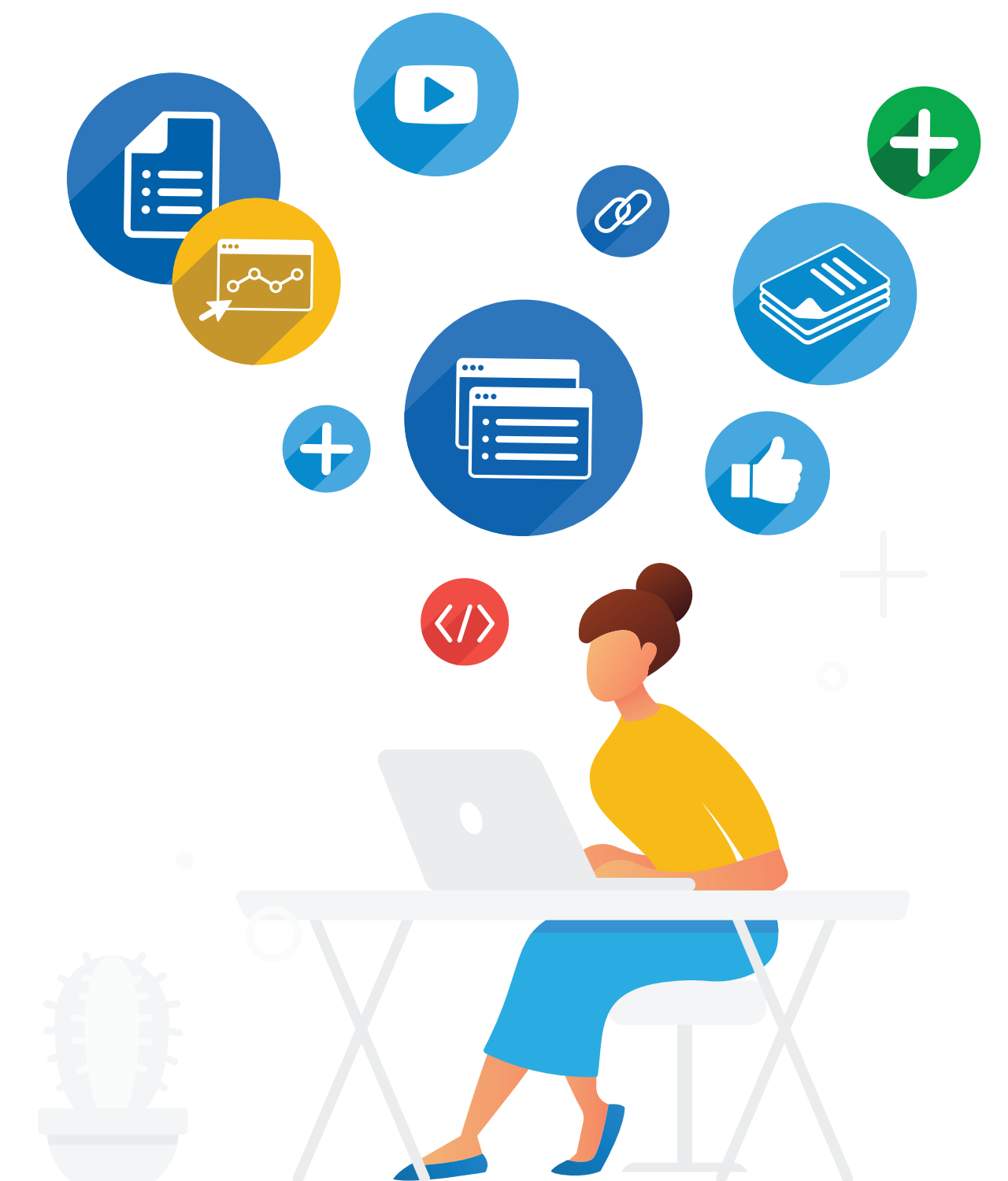
Protect and promote physical and mental wellbeing. Strive for balance and prioritize the things that you enjoy doing. Engage in Geotab's many social, wellness and entertainment activities.



Work hard your way

Am I living this Geotab value?

- Am I taking care of myself, and is that reflected in how I treat others and the planet around me?
- Do I hold myself accountable for my performance and the outcomes of my team?
- Do I step up and work outside the bounds of my job description to help others when necessary?
- If I feel I am at risk of not meeting an objective, or unable to meet a customer's or colleague's needs, do I seek guidance or assistance from others?
- Do I lend support to colleagues and partners, resellers, and customers when they ask for it?
- If I am not able to, or if I am not the right person to provide the service or support that is needed, do I assist others in connecting with the appropriate person or team?
- Am I working with my manager to find balance and flexibility to support me in making my best contributions at work?
- Am I on track to meet and/or exceed objectives?
- Do I manage my personal wellbeing and work performance in equal measure?
- Am I disconnecting from work completely to allow myself to recharge during off hours, holidays, and vacations?
- Am I encouraging others who are spreading themselves too thin to recharge and regroup?
- Do I take advantage of opportunities to build relationships and connect with colleagues outside of projects and teamwork?
- Do I know what support is available and who to speak to if I feel my physical or mental wellbeing is at risk?
- Do I know where to go or who to talk to if I observe that a colleague's physical or mental wellbeing is at risk?



Keep it simple



Make it easy for customers, resellers, and partners to do business with Geotab, and for your peers to work with you.

Make products simple and accessible. Solve complexity for customers so that over time, they can easily leverage the more advanced, sophisticated features in our software and tools.

Less waste is less work for others.

Develop big picture thinking and **stop drowning in the detail.**

Eliminate bottlenecks, streamline processes and remove redundancies. Collaborate, break down silos and build transparency across the company.



Keep it simple

Am I living this Geotab value?

- Am I being mindful to make situations and solutions simpler, rather than more complex? Do I focus on fewer things more effectively rather than trying to focus on too much at once? Have I set sensible priorities and created necessary critical paths? Am I attentive and prepared?
- Do I make products simple for our customers? Do I understand the complexity of the challenges our customers face and build solutions that allow them to gracefully leverage and utilize these tools to be successful?
- Do I break down barriers to progress instead of creating them? Do I work to eliminate red tape?
- Do I reduce wasteful or unnecessary practices?
- Have I blocked out chunks of time in advance to have the head-space to focus on important things and get some strategic thinking done? My calendar is a valuable tool in the search for simplicity — do I consciously book time ahead, and not schedule over that precious time later with meetings or anything else?



Do the right thing



Act with **authenticity, integrity, honesty, compassion,** and **respect,** always.

Prioritize sustainability when making decisions over quick wins and greater profits.

Enrich the lives of others – at work and in the communities where we live, work and play.

Show up for each other. Above all, we're a team. Humility keeps us open to new insights. Empathy encourages us to unite and make our best contributions every day.



Do the right thing

Am I living this Geotab value?

- What do I do when no one else is looking? Do I act with integrity and honesty, and focus on putting myself in the shoes of others?
- Do I approach difficult conversations and situations with respect and an open mind? Am I continuously learning, designing solutions, and making things easier for others?
- Do I feel comfortable making suggestions or recommendations when I feel something goes against Geotab values? Do I speak up when there is an opportunity to change an approach and do the right thing?
- If I have an issue with a customer, reseller, partner, or colleague, do I try to understand their viewpoint before I defend my own?
- Do I give myself the opportunity to step back and gain perspective if I feel challenged, and, do I extend the same courtesy to others?
- Do I communicate and interact in a manner that builds trust, and do I inspire others to do the same?
- Do I consider the impact on humans and the environment in my decision-making?
- Do I seek opportunities to support those around me to build a better community?



Coming together is a **BEGINNING**.
Keeping together is **PROGRESS**.
Working together is **SUCCESS**.



GEOTAB®