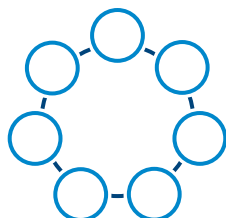# #CultureCode

WHAT WE BELIEVE • HOW WE WORK • HOW WE LEAD

Our culture matters in how we run the business, how we go to market, and how we lead each other. It describes what we care about, the things in which we're willing to invest and the rules that define us as a team. Our culture is the foundation of success for Dell Technologies.

One Company, One Culture

Our Culture Code **unites us** and makes us a great place to work

Our People

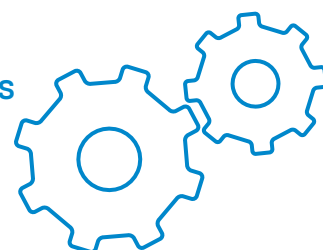**75k** survey responses from EMC and Dell **helped define our culture code**

Values

5 values define **what we believe** in as a company

How We Work

Behaviors describe our daily **expectations** for how we work based on our values

Leadership Principles

7 attributes **differentiate** our best leaders

How We Lead

Choices our leaders make every day to **inspire our teams**

Leadership Matters

DIRECT MANAGER   GREAT PLACE TO WORK NPS

Uninspiring Leader → **-49** eNPS

Inspiring Leader → **+42** eNPS

2.5X MORE voluntary attrition for those working for uninspiring leaders

We know that leadership matters. It is what keeps our strategy on track and our culture strong so we can win and create value for our customers

Our shared values:

Customer | Winning Together | Innovation | Results | Integrity

How we lead:

Relationships | Drive | Judgment | Vision | Optimism | Humility | Selflessness