How to use 31 promises

Uzabase is committed to The 7 Values. How do members with diverse backgrounds, such as race, nationality, and religion, overcome language barriers and habits to reach a common understanding? In order to overcome this, we have broke the values down into more detail and created the "31 Promises."

In order to help people choose what kind of actions are unique to Uzabase based on the 7 values, we have defined specific examples that are based on each of the 7 Values. It is an opportunity for members to reflect on whether they are acting in accordance with the seven values and to make improvements in the process of respecting each other and thinking more flexibly.
The 7 Values

As our team has grown, we’ve realized that we are made up of real people with big ideas and strong opinions. Aligning those perspectives can be complicated, but it’s worth it.

We want everyone to bring their best work, and we know that can only happen if every one of us has the freedom to be their best. The 7 Values give us a lingua franca and bring our mission to life.

01 Be free & own it
02 Unleash Ingenuity
03 Thrill the user
04 How fast? Wow fast.
05 Don’t know? Choose brave.
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Value 1

Be free & own it

We are a community of self-starters. Each one of us has the freedom to think beyond the norm and make our best decisions. That kind of freedom comes with responsibility. We inspire each other to be bold, and we hold each other to the highest standards.
1. **DO**  

**Self Start**

You deserve freedom in how you work. That freedom comes with the expectation of self-discipline. Think about your mission. Consider your values and the values of the company and start working.

1. **DON'T**

Wait for management to tell you what to do

You’re not here to simply follow orders and check boxes.
2. DON'T Coast

Making excuses, cutting corners, and only working when you “have to” isn’t fair to your team, your coworkers, or yourself.

DO Focus on results

Trying is a good start, but it’s not enough. The only way to achieve great things is to work at it, every day until you reach your goal. Put in the effort. Be persistent. And your results will prove your value.
3. **DON’T**

Be dead weight.

When people show up late for meetings or aren’t willing to jump in and help out, it hurts the whole team. It gets in the way of them doing their jobs and succeeding.

**DO**

Step up for your team

When the whole team is working together, we are unstoppable. That’s why it’s essential for every person to step up and take responsibility for the team’s success.
4.

DON’T

Blame others or make excuses.

If something doesn’t work, it’s easy to point fingers or blame the external factors like the customer or “the market.” That sort of thinking stops our growth.

DO

Be aware of your actions

Take responsibility and ask yourself what you could have done better. Be the first to see opportunities for improvement within yourself. Seek out feedback and offer feedback to others with honesty and empathy. That way your weakness will become strengths, and your results will constantly improve.
If you hear someone say “that’s the way we’ve always done things” it’s a sign that something needs to change. Sticking to stale thinking and old habits gets in the way.

There’s always a better way to do something. That means that if you think it’s a good idea, you should try it even if no one else is doing it yet. Write out a PDCA. Create a prototype. Test it. That’s how great new products and processes are born.
6. **DON’T**

Use “I don’t know” as an excuse.

A big part of your job is understanding your projects and developing the expertise you need to get the end result you want.

**DO**

Go find out

If you don’t have the information you need, find it. Don’t be afraid to ask questions and hunt down the answers even if that means going outside your comfort zone. If someone needs info, help them get it. With the exception of private personal info and intellectual property, information should flow freely.
7. **DON’T**

Blindly follow the rules—don’t break them either

Ignoring guidelines slows everyone down and makes it hard for people to trust you. But following the rules “just because” makes it impossible to improve as an organization.

**DO**

Know the reason behind the rule

When you understand the “why” behind a rule you can either follow it with conviction using it as a tool to boost performance and keep expectations clear, or you can look at things critically and work to change rules that are outdated or that you don’t believe in.
Is this fresh? Will our users be excited? Are we excited? If the answer to those questions is no, then we don’t do it. We use our strengths as a team, fusing our technological skill with sharp business prowess to deliver original products and services that radiate creativity and outpace the zeitgeist.
8. **DON’T**

**Be a critic or a follower**

Shooting down ideas without bringing any of your own isn’t enough. Following the crowd without voicing your opinions on how to make things better is just as bad.

**DO**

**Bring your own ideas**

Share your ideas. Think of a new solution. Speak up. Present a prototype. When everyone brings their creativity, problem-solving skills, and hard work to a project, we see new, interesting, and powerful results.
9. **DON’T**

**Limit yourself**

Don’t limit yourself by thinking that your work doesn’t require “creativity.” Creativity is more than being artistic. Creativity is about finding a better way to get things done and create value for our users. Every role requires creativity.

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9. **DO**

**Imagine more**

No matter your role, no matter the project, imagine ways to improve. Even when you think something is as good as it can be, ask “what would make this even better?” Seek out inspiration. Try something new.
10. DON’T

Don’t drown yourself in tasks

Don’t get sucked into a cycle of running from task to task and meeting to meeting without creating time to think. Being busy and being productive isn’t always the same thing.

DO

Make time to think

Carving out time to think, review, and engage your brain in deep work takes effort, but the rewards are worth it: fresh thinking, inspiration, and renewed passion.
11. DON’T

Rely on the obvious answer or on what you’ve done before.

If everything you make feels the same, it’s time to challenge yourself.

DO

Create something worth celebrating

Think big and let your passions drive your work. Start by imagining something that you want to see in the world, something that excites you. Envision the best possible version. After that, consider the feasibility and resources you’ll need to make it happen.
Value 3

**Thrill the user**

Approach every situation with the user in mind. Anticipate their needs. We listen—with open ears, hearts, and minds—to understand what they want. And then we give them more. We capture their imagination, and we strip away anything that doesn’t make their experience better.
12. **DON’T**

**Use the user**

They aren’t a revenue stream. They aren’t a profit source. Giving them what they need will take more than quickly giving them what they want.

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**DO**

**Put the user first, no matter what**

Go beyond what the user wants or thinks they want. Make something that will wow them, something more than they expected and more than they thought they needed.
13. **DON’T**

Rely solely on second-hand research and number crunching

Researching overarching trends and interpreting data is important, but it’s not enough.

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**DO**

See for yourself

Learn about the world from the world. Look with your eyes. Hear with your ears. Talk to users. Talk to everyone. First-hand experience is the best source of inspiration and understanding.
14. **DON'T**

Stop at just doing what the user says.

Listening to the user is essential, but it usually only points out ways to fix existing issues.

**DO**

Make things you’d want to use

Use empathy and experience to become the user then think about what would make you happy. Create something that makes you happy, and you’ll make the user happy too.
15. DON’T

Dwell on what you can’t do.

Squandering your energy thinking about excuses or listing all the reasons something is impossible is a waste.

DO

Figure out a path

Think about the ways you can make things happen. Invest your time and energy focusing on the users’ needs and then plot a path from where you’re at to where you want to be.
Surprise users (and yourself) with the speed of our results. Think faster. Develop faster. Speed is our culture. From decision making and product evolution to how we respond to our users, we want to be first. Scrap obstacles or inefficiencies that get in the way so we can create amazing things quickly.

Value 4

*How fast? Wow fast.*
16. **DON’T**

Choose between speed or quality

Don’t think you have to choose between doing something well or doing it quickly. It’s not either-or.

**DO**

Pursue quality and speed

Look for ways to make great things happen fast. Iterate quickly. Crank out a high-speed PDCA. Recruit resources and get creative.
17. **DON'T**

Get pressured into deadlines that don’t make sense for you.

If stakeholders keep pushing for a deadline, find out why and address it.

**DO**

Make your own deadlines

Work with stakeholders and figure out a smart, realistic time frame. Get agreement, and keep everyone updated. That way you can get things done quickly and on your terms.
18. **DON’T**

Let your work control you

Taking on too much can actually slow you down and create burdens for others on your team. If you feel overwhelmed, it’s a sign that you might need to reorganize your tasks.

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**DO**

Take control of your work

Create circumstances that make it easier for you to stay on top of your workload. Carefully consider time requirements and prioritize tasks. Divide the work into targeted goals and schedule check-ins so you can stay on track with less stress.
19.

**DON’T**

Get stuck in work habits that don’t serve you

If something seems impossible. Change your approach.

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**DO**

Switch it up

Examine the way you do things and be willing to try something new. Learn new processes and new ways to get things done. If you’re adaptable, you’ll be able to improve.
If there’s a challenge, chase it. Find the point of difficulty and push. If it means making mistakes—that’s fine. Failure is a master teacher. We’ll learn. We’ll get smarter. And we’ll do it over and over. In our world, success only comes from trying something new then learning how to do it better than anyone else.

Value 5

Don’t know? Choose brave.
20. **DON’T**

Wait around for opportunities to come to you

Complaining because you aren’t getting the new and exciting projects doesn’t work.

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**DO**

Create your own opportunities

Take on new challenges and find ways to shine. Assign opportunities to yourself and take them on with commitment and drive.
21.

**DON’T**

Rest on laurels or waste time dwelling on the past

When things change, it’s easy to get nervous and think about how “things used to be.” Don’t get sucked into the trap of looking back.

**DO**

Evolve

We will only improve as an organization if every person is also improving. Every day is an opportunity to grow your skills. Every year is a chance to become a better version of yourself.
22. **DON’T**

**Give up**

Don’t freeze or panic when a task seems too difficult or the details seem too complicated to organize. That kind of thinking makes you powerless and will leave you feeling overwhelmed.

**DO**

**Challenge yourself**

Approach challenges by focusing on the big picture then setting small goals to get to the finish line. Your ability to take on bigger challenges will grow with each success.
In it together. No matter what.

When an elite athlete feels pain, they don’t ignore it. They get help. We’re the same. We rely on each of you, so if you’re feeling down or stuck or exhausted, raise your hand. Say something. Your team will help—always. And you’ll be ready when it’s someone else’s turn to ask for help. Ignoring an issue makes it worse. Get help when the problem is the easiest to fix: now.
23. **DON’T**

Do it all yourself

Keeping all the work to yourself or failing to share your needs doesn’t help anyone. In fact, it can put your team at a disadvantage. Remember, if you did it alone, you probably did it wrong.

**DO**

Trust your team

Relying on your coworkers makes your team stronger. Be brave and humble enough to tell your team what you’re dealing with and let them know where you need help.
24.

**DON’T**

Think “it’s not my job.”

If you see something that needs to be done, do it—even if it’s outside your usual work. Big wins are good for all of us. And if something goes wrong, it hurts all of us.

**DO**

Pitch in

The end result is everyone’s responsibility, so if you see something that needs doing, do it. Zoom out. Take in the big picture, and if something or someone needs extra help, pitch in.
25. **DON'T**

Ignore people’s needs.

It can be easy to overlook others’ feelings or points of view especially when you’re really committed to an opinion. But ignoring teammates can hurt morale and curb creativity.

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**DO**

Motivate each other

Motivate and lift each other up with both words and your actions. When you keep each other energized it’s easier to do your best work. It makes life better for everyone, and it’s the right thing to do.
We communicate openly—expressing ourselves honestly and listening with respect turning our differences into strength. The unique way you see the world makes all of us smarter. The way you express yourself inspires us to be more creative. Speak your mind. Share from the heart. Express your talents and be yourself. We celebrate diversity of experience, thought, ethnicity, gender, religion, sexual orientation, and culture. Whatever your path, we need your point of view.

Value 7

We need what you bring
26. **DON’T**

Bury your feelings

Keeping doubts or concerns to yourself doesn’t help anyone. When small stresses or worries build up, they can turn into a strain on your mental health and on your team.

**DO**

Express yourself

Talk through concerns before they fester and turn into bigger issues. Getting things out in the open builds trust. It helps fix issues faster and create a culture of caring for each other.
27. **DON’T**

Talk behind people’s back

There’s no place for gossip or secret complaining—it just makes things worse for everyone.

**DO**

Speak directly

Talk to people directly and in good faith even if the conversation feels like it might be difficult. Speak and listen with kindness then offer help where you can.
28. **DON’T**

Fixate on hearsay or jump to conclusion

Judging people or situations without getting the whole story firsthand isn’t fair.

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**DO**

Go to the source

If you hear something that troubles you, get the truth firsthand. If a one-on-one conversation feels awkward, make it an inclusive, open team or group conversation.
It’s normal to have a bad day or to have an occasional complaint. It’s what you do with those feelings that matters. Figure out how to solve the problem. Discuss it. Work on it. Then move on.

DO

Take action

Get hung up on problems without doing something about it

Wallowing in issues and complaining to yourself and others spreads bad vibes. No one needs that.

DON’T

We need what you bring
30.

DON’T

Wield power over others

Using your title to force your opinions kills collaboration and hurts the quality of the end result.

DO

Lead by serving

Showing honest respect for others, especially those that work under you, elicits trust. If you serve those who work for you, you can develop their talents, and they will give you their best ideas and best work.
Don’t ignore problems or assume that the issue will go away if you pretend it’s not there. Wishful thinking doesn’t fix anything, and hoping someone else will notice the problem can be dangerous.

Your one-of-a-kind perspective gives you the ability to understand things in a way no one else can. So if you notice a potential problem, call it out. You might be the perfect person to prevent a bigger problem.
Illustrators

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FACE
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Hirochika Machida
Illustrator and painter. Being influenced by post-war American horror movies, science fiction films, and American comics, his artworks are colorful but somehow dark and poisonous. He uses various art techniques such as drawing, collage, and painting on different kinds of materials.

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It was very important for us to ensure that each member of the team understood the true meaning of our values and was able to express them in their own words and embody them. When asked about the meaning of the 7 rules, a vague answer like ‘I guess this means something like this...?’ was not enough. We needed to verbalize and communicate in a simple way by using specific cases to illustrate what the values represent. The members of the company at that time were asked to fill out a questionnaire to find out when they specifically needed values and when they were unsure of what to do. Eventually we developed our own words to describe these situations and summarized them into 31 pieces.

This is how the “31 Promises” were created.

As we were expanding our business overseas, we incorporated illustrations to express each of the DOs and DON'Ts in order to make the nuances that cannot be conveyed by words alone, including those of our overseas members, visually impressive and easy to understand.

Now we have an opportunity to think deeply about what each value actually means and what these words actually represent.
April 2020 –

In September 2019, as the number of businesses increased, some of them started differentiating by having their own cultures and traditions. Uzabase has decided not to enforce unification of the existing Values, but rather simplify the situation so each business can freely set out its own values.

This will allow us to diversify the value of each of our businesses, bringing together talents that have never existed before and flourishing new personalities. Therefore, we have changed the name of the “Seven Rules” to “The 7 Values” to reflect our desire to maintain values that can be valued by each business as a basis for its own operations, rather than forcing people to obey any “rules.”

In conjunction with the rebranding of Uzabase in April 2020, we have also redesigned the “31 Promises”. We have changed the design in order to leave some “thinking space” so that each person can think more freely and flexibly about the values.

The Uzabase Group will continue to evolve as it embraces new and different capabilities.

October 2016 – March 2020

We used red as an accent color to match the former Uzabase corporate brand.
31 PROMISES

Uzabase

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