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**COMPANY  
CULTURE**



**SERVICE CLUB.**

# MANIFIESTO!

- Our Company Culture ensures alignment, effectiveness, connection, management, engagement, leadership and the basics such as fair pay, benefits and training.
- We, Corellians, are driven by knowledge and ideas; we know everything starts with a good idea.
- We firmly stand for the power of education and technology. Using them, our intention is to change the mindset of the people we serve for. Changing the mindset of people is the only way to change the world.
  - We are doers. We love making things from scratch. We believe in constant change and growth.
- Our team cause is creative, open minded, smart, disciplined, diverse, supportive and tolerant.
  - We stand for freedom and flexibility which we know are the sources of productivity and happiness.
    - Corellians believe in the Force.

# OUR MISSION

## WHY DO WE DO WHAT WE DO?

We have a lot of reasons why we do what we do... Some are personal and some are for the common good...

We do this because:

- We are after international success. Yes, sounds a bit direct to say this so blatantly. But anyone that can not see the honesty in this statement should not be a Corellian. We are success hungry and our cause is strong enough to bring this success to us. Success is one of the main things that nourishes human development, after Mental and Physical Safety. Let's not deny that...
- We are determined to be THE members club for delivery people of the world! Service Club is a Members Club for delivery people where they can have access to training and job opportunities from all over the world. We are big fans of delivery people! We all would've starved if we didn't have them during COVID! So we decided to build a Club for them and help them get more jobs, better jobs, training, certificates, and support! Membership is free of charge and takes a few minutes only. Once you are in, you will belong to a unique community that supports your journey as a courier, starting with finding you regular jobs.
- **Our concept** does not exist! Yes, there is no other single members club in the world for delivery people only, designed to improve their lives as delivery people, offer them training, certificates, guidance and support! This, on its own, is a big enough reason!
- We want to become a Quality Seal for delivery people all over the world! Service Club couriers, will mean all over the world, as trained and certified couriers who know exactly how important it is what they do and trained to do it in the best possible way! They are "essential workers" after all!

# HOW WE DO IT

At Grupo Corellia, our business model creates, delivers and captures value. Our concepts are for our Customer segments to easily understand.

Our strategy is to:

- 1) Research extensively
- 2) Build it with the Customers
- 3) Build it cost effectively
- 4) Get feedback
- 5) Implement feedback
- 6) Repeat 4 and 5 until we have a product that our users love and can not do without.

# THIS IS HOW WE ROLL

Welcome to our planet in which we live by the following rules:

**Relaxed, fun, easy going attitude** - We Corellians love what we do and we let it make us grow. We are a community and in this community, we respect one another. We listen each other and we respectfully speak up.

**Hardworking, Resilient, Positive Against Stress** - Changing the industry is not for the faint-hearted; we know that at Corellia. We are a bunch of rebels that fight for their cause. We don't take "no" for an answer. Difficulties of the task in hand show themselves every day. Clients come in all shapes and sizes, they come in all moods and tempers. Our cause is to turn their pain into pleasure. We don't take difficulties personally. Our job is to get up every day and work hard to make our Clients lives easier. Corellians are thick-skinned; we remain calm and collected while getting our Clients out of their stressful places. We know we have the answer and until our Clients see this too, we are patient, resilient, resourceful and persistent.

**Punctual, Deadline Oriented, Promise Keeping & Disciplined** - Because we know knowledge is nothing if we don't put in the discipline, the determination and the time to implement it.

**Nothing is resolved inside the box** - When all the tried and tested techniques are exhausted, we don't hesitate going outside the box and explore everything that is out there... That's when we have the most fun! We know there is not one way to work, one way to resolve a problem, one way to fix an issue... We love trying things that have not been tried before. And heaven knows we don't stop until we find the solution.

# THIS IS HOW WE ROLL

**We don't need a dress code;** self-expression is the key and it starts with what we wear.

Corellia is a safe place where **time goes by easily**. We use the best technology, we work in the most comfortable and pleasant office environments. Barking is allowed in Corellia, our pets can join us in any given day. And children too...

**We get our shit done** – We work... Boy, we work... How else can you make things happen? How else can you create if you don't put in the hours and the discipline? Pushing our limits is a daily thing. Life without challenge is not life worth living. We get our shit done, no matter what. And the key we discovered is to break the task into small, achievable pieces. Project Management tools are great help, so is clear communication with the managers and managing expectations.

And then, **we chill...** – Because we deserve it. Every Friday after lunch we start to relax a bit (if circumstances allow), a glass of wine accompanies the work with some healthy snacks. We talk about our week with the colleagues and about anything else really...

Every birthday is a Corellia birthday and every birthday is celebrated Corellia way.

Talking about celebrations, May the 4th is a big day in our diaries...  
**The day of the annual party when the Force is with us!**

# THIS IS HOW WE ROLL

**Without music life would be a mistake** - We couldn't agree more with Nietzsche on this one. Music is everywhere in the office. Soft jazz, blues and even funk, indie, rock and folk plays in the background in the offices, still allowing concentration of each member. We are so proud of our knowledge of music so make sure your Shazam is handy as you will discover many tunes you have never heard before...

During parties, we will get the beats up, that's for sure. From the Holy Northern Trinity to David August, you will hear nothing but the best. We also love the festivals of our City of birth, Barcelona: Primavera Sound and Sonar tunes will be accompanying us throughout June every year....

**We are a bunch of curious people, literally about everything, and the only way to feed this curiosity is training** - Corellia is the planet where you learn from each other. Can you cook? Do you play the guitar? Are you proud of your public speaking skills? Come and teach your colleagues what you are good at ! Spread the knowledge, spread the joy...

**Get angry without drama** - Anger is a human feeling. It is unavoidable. It happens... Shit happens... Aristotle Challenge was "Anybody can become angry, that is easy. But to be angry with the right person and to the right degree and at the right time and for the right purpose and in the right way, that is not within everybody's power and that is not easy."

Ain't that right?

It'll be silly to say "Anger is not allowed in Corellia." It would be unrealistic. However, managing your anger and reactions and emotions and actions are the key aspects of our Company Culture.

# THIS IS HOW WE ROLL

Yes, every day of a start-up is stressful. Yes, a million things will not go according to plan. Yes, no matter what we do, some people will not be happy. And some days, strangling someone will feel like the best option... But we won't. We don't. We discovered other ways of getting our frustration out, such as giving a break, meditation, asking help, brainstorming with colleagues to find a solution to the problem in the first place, a little walk, even a cheeky drink in the terrace, all these are allowed but what is not allowed is shouting, arrogance, bullying, rudeness, gossiping, all in the name of 'but I was very stressed'.

In Corellia, we are aware that drama is the cancer of an organization. Talking through your emotions is heavily encouraged at Corellia. Are you struggling shouldering the day? Grab your nearest manager, sod booking a meeting, just grab him/her and talk... You will be pleased to see how willing they are to listen.

**We have the Growth Mindset** - It's all about developing, advancing, expanding, and seeing the opportunity and potential in every moment, individual, failure, and success. A growth mindset moves a business forward and position a business, its brand, and its people for growth, profit, and success in the future.

"Do. Or do not. There is no try." Yoda

We respectfully disagree with the Master here. At Corellia, we do things... Then fail and we try again, this time differently. We aim to fail quickly, so we can try again and again and again...

# THIS IS HOW WE ROLL

**We fail** – Ironically, we are encouraged to fail. This makes us more willing to try, even the things that we know might fail.

**We are big believers of Smartworking** – We are smart, so are our working methods. Smartworking creates a digital work place that has a result based culture. Smart working companies are smart in technology, smart in management, smart in staff relations, smart in communications.

Our meetings are designed to last an hour and are almost never before 10:00. That's when the coffees kicked in and we are all ready to get creating... For longer meetings, we insert in plenty of breaks and delicious snacks. Slack is where internal communication happens. Emails are only to connect with the outside world. We follow a strict file naming protocol in our Drive so people can find stuff in it; file names are as self-explanatory as they can possibly be.

If there is a tool to do something better and faster, we get it. And how do we keep up to date? That happens through daily research as well as the alerts we get from Product Hunt and other gadget news.

And we got R2 (our chat bot), who is in charge of managing our 5-minute catch-up every morning to go through what's the plan for the day.

**Impermanence is the only certainty** – Listen to the wisdom of our beloved David Bowie... “Face and turn the strange, cha-cha-changes...” Corellians are flexible and responsive as we know wider possibilities are there when we are open to changes.

# THIS IS HOW WE ROLL

**Corellians look after Corellians** – This means so many things, honestly, it's endless. We make teas to one another. We help each other with our tasks. We share all our wisdom with each other. Sometimes we all drop work and listen and find solution for someone's personal problem... We are kind, we are honest, we take every step with empathy... Knowing each other is the key for building healthy relationships; every Corellian takes the Enneagram Test and shares it with the rest of the team...

**Corellians look after the Clubbers** – They are our assets. They are our talents. They are our everything. At every stage of the business, our intention is to invest on them, train them, support them and have their back, even in the most challenging situations. If they are not happy, nothing we do will ever work... Service Club idea is based on their professional development and personal happiness. At Corellia, we love what we do. And what we do is to make sure that the Clubbers love their jobs as much as we love ours.

**Corellians look after the Clients** – We are not dumb. Not only they pay the bill but also without them, not only Corellians but also Clubbers are jobless! And let's be honest; it is NOT easy what they do. Hell no! We are obsessed about making it easier and easier for them every day. And cheaper and more effective and this and that...

# THIS IS HOW WE ROLL

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**Our minds and bodies are our temples** - We provide free yoga minimum twice a week to members of staff. If you would like to attend, speak to your manager to adjust your start time accordingly. Moreover, every morning we start the day with a group meditation... Healthy eating guides can be found all over the office. Once a week, our fresh fruits are delivered straight to our door. Any food provided by the Company are unprocessed and with refined ingredients. Healthy juices, coffee with best roasted beans and herbal teas are some of the healthy habits we have and promote. Oh, we also love our beach runs after work... Feel free to join us whenever you like!

**We are grateful for this life we created in Corellia** - And we are grateful for small things too. Every morning, after meditation, we tell each other 3 things that we are grateful for. At the beginning, it was hard to see those little things to be happy about, even in the face of difficulty... But isn't happiness a decision, a habit? Now it comes natural for every experienced Corellian to find things to be grateful for every morning... We taught ourselves to see the little blessings; come join us and we will teach you too.

**We love getting out of the office every now and then...** Our Workcations mix funky locations with productive work... It could be a day in a café in Barcelona or it could be a couple of days in one of the Balearic Islands; workcations are always worthwhile.

# THIS IS HOW WE ROLL

Here are some Corellia Perks available to all of us:

- Yoga
- Team lunches
- After-work drinks
- Discounts in gyms
- Events
- Training
- Teas, coffees, beers, wines
- Healthy food delivery service to your desk
- Coolest working space in Barcelona

**We want your contribution to this Company Culture!**

What do you think of what you just read? Is this a happy place to work, you reckon? Is there anything else we can do to make this environment more pleasant, more productive, more successful? Please share your views with us.

Corellia is a growing planet and it needs your input to grow. Send your views to use through Slack Channel **#companyculture**

May the Force be with You.  
Always.



**SERVICE CLUB.**

