Culture Book*

*a work (always) in progress

Prowly

Hi,

we've never assumed much in advance. We believe that company
culture does not result from assumptions, but from the actual
behavior and attitudes of people who contribute to it.
Our organization is constantly growing and so is our culture. Just
like our business, our culture is shaped by trial and error.
And it's as important to us as the "numbers" we achieve every
month, because without shared values, we would not be able to
build long-term success. As in any other matter of our business,
we strive to be better and better at it. That is why this guide will
never be finished. Welcome to Prowly.

-Joanna and Sebastian, co-founders at Prowly

Prowly

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Who
we are*

*background

Prowly

At a glance

✱ **PR Software:** Media Database, Online Newsroom, PR CRM, Email Outreach, & Analytics

✱ 7 years on the market

✱ Based in Poland but **remote in** ❤️

✱ 30+ team of **[super]people**

✱ 1800+ users from 20+ countries

✱ One of the **highest review** scores among digital PR vendors on G2 Crowd

✱ 75000+ stories published in +1000 brand newsrooms

✱ 13m+ emails sent to journalists

✱ Part of Semrush company

Key moments

No success comes without a struggle. And even when reaching your goals demands everything you have, you still have to maintain a smile.

That's because no one likes to talk about their failures or challenges. We count both successes and failures as key moments that define us today and mark our progress in our journey.

2015

2017

2019

2014

When we started Prowly, the PR industry was pretty ancient. Funnily enough, some of the experienced PR pros thought Prowly was totally useless 😩

2016

That feedback didn't stop us from further product development - a few months later we managed to launch our new feature in partnership with Spotify!

2018

At some point we needed to refresh our user interface. This release can be summed as: bad code and no time. Don't even ask how many customers we needed to apologize to during next two weeks.

2020

A few months later we were ready to go for a global launch. We set up a team in the US - a team that was supposed to sell even though we didn't yet have such an operation locally. After four months of disappointing results, we decided on a tactical retreat.

Soon after first failure in conquesting US market we managed to close one of our first US customers: Vimeo! Yes, and we did it from Poland.

We experienced an international growth crisis, our team motivation was tested and some of our precious team members decide to quit - it was a real blow to us but we felt that success was still ahead of us.

A new feature turned out to be a real hit in the US. We closed first 10 customers even before official launch!

The fastest year ever. Hundreds of US customers are choosing Prowly each quarter and they recommend Prowly to each other. Finally, we join Semrush. We still can't believe all of this!

What
we believe*

*theory

Prowly

Our mission

We're on a mission to give people independence and help them unlock their superpowers in everyday PR work.

Once upon a time (in 2018) we decided to gather all of our team members to elaborate on what our true mission is. It resulted in one simple but strong sentence that provides direction for us both outside and inside the company we're building.

What does that really mean?* 🤔

*inside

Being independent is to have the **power** to decide about when and where to work, about new skills we'd like to achieve or to **question the status quo**. With this power comes responsibility - that helps us encourage completely new superpowers, sometimes even beyond the scope of our daily routines.

*outside

We're building a product to help PR people **become independent** from third parties like IT, designers or other providers. We want to be an **all-in-one** for their daily PR work. The data we're providing helps them do their daily tasks faster and make media relations stronger. We want them to be everyday superheroes for their brands.

Theory

Our values
Self-reliance*

* They say that there's no shame in failing, the shame is in not trying. We believe this is the best approach to building a successful, open-minded team. The confidence to take ownership and question the status quo are essential to the workplace we want to build.

Our values
Flexibility*

* We're flexible and give our team a lot of freedom, starting from choosing a place and time for work, to encouraging new skills, even beyond the scope of daily routines. Believe it or not, this can be a challenge because being independent means taking responsibility for your own decisions and actions.

Our values
Openness*

* A culture of feedback needs a foundation of kindness. We believe that openness and transparency promote the exchange of constructive two-way feedback that helps to build a better workplace and happier team members.

Theory

Our values
Diversity*

* We've always wanted to go beyond creating a product to building a culture that's open, free, creative, bold, safe and easy-going for everyone. Not just a great workplace for employees, but for people. Our doors are wide open to everyone who wants to create good things, have fun, develop this place and be at home. Be yourself.

Our ambitions

We simply focus on [super]people.

We want to be a workplace that supports people in their personal development. We want to be a place of work where people come with pleasure. We want to employ democratically and carefully. We want to retain those who want to build success. We want to provide a career lift for everyone on our team. We want to appreciate the result and see the effort. We want to be fair, always. We want to support those who are ready to roll up their sleeves. We want to have a start-up soul and a smart mind. We want to look ahead and we want others to see it. We want to be a team, not a family (because we believe in a healthy balance). We want to set a good example, inside and out. **We always want more.**

Being @Prowly*

*practice: what does it really mean?

Prowly

Being able to work from anywhere in the world

Story from **Bart Donda**, Online Marketing Specialist at Prowly

Being able to work from anywhere in the world (with decent internet, of course) or work with a very flexible schedule is one of the things that I really value about being a part of Prowly.

On a daily basis, it's allowed me to maintain a healthy work-life balance. On a larger scale, it's allowed me to pursue my out-of-work goals and dreams (usually travel-related) that would've normally required me to resign.

With Prowly, I've worked remotely from a co-working space while visiting my girlfriend in Ecuador or during my Erasmus semester in Turkey — something that I have always wanted to do. I've even had a meeting with a potential client in Toronto, while I was in Canada to visit my dad.

On the flip side, I really enjoy what I do at Prowly and it's exciting to see us expand & grow. Being able to stay flexible with my work means that I didn't have to leave Prowly, and I can stay motivated and continue being part of our great team!

Having the possibility to change career paths [and go back]

Story from **Kasia Chrobak**, Software Tester [previously CS Specialist] at Prowly

I joined Prowly in October of 2016 in the Sales department, where I was mostly responsible for finding leads. In February of 2017, I joined the Customer Service team, where I supported our clients. Thanks to this direct contact with our customers, I gained a lot of new skills but I found solving problems to the most fun part.

Working with the dev team from time to time was always really interesting for me. All this made me think more about taking the next steps in my professional development and that's why in April of 2019 I finished a testing course and, two months later, started as a Software Tester at Prowly.

Now, together with new tester Jacek, we're building a QA department. Working as a tester has brought a lot of challenges and a chance to grow new skills, making it the perfect role for me.
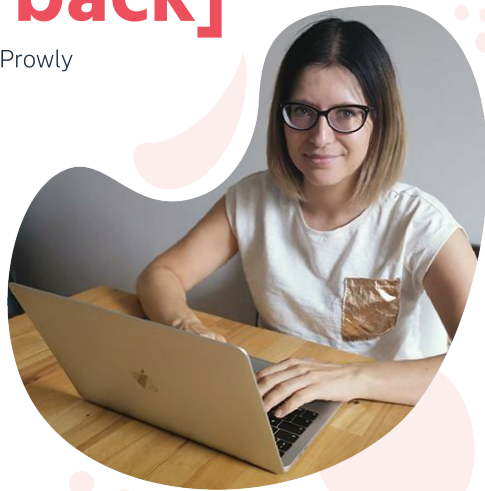
Being friends with coworkers

Story from **Patryk Nowak**, Sales Lead at Prowly
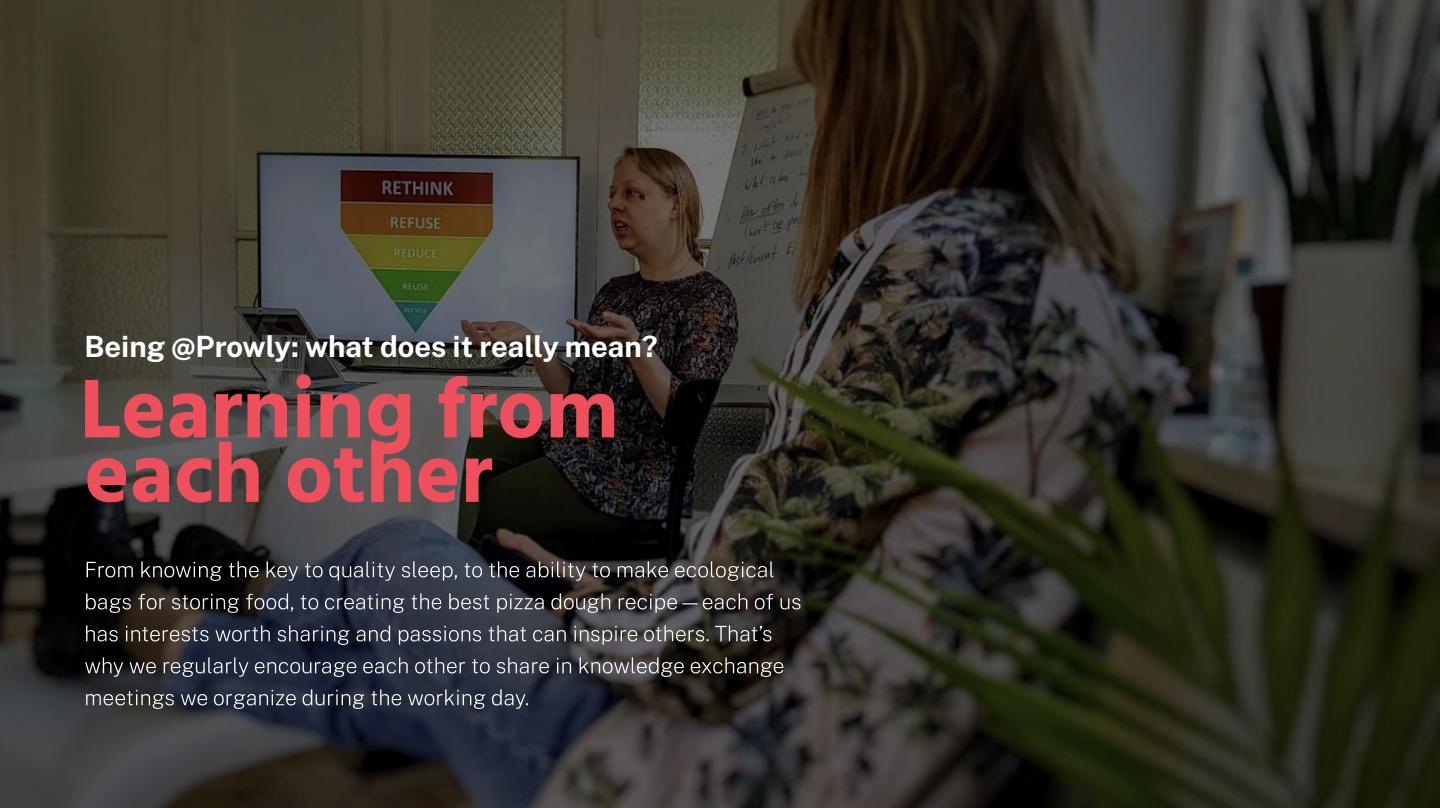
Since our Sales Team here at Prowly became 100% remote, we've started some new habits. We sometimes plan to spend the day together at the office anyway for a special get-together. During one meeting we started talking about flights, travels, and visiting foreign countries.

Not much time had passed when we came up with an idea–"Hey, let's find a flight, a house with a fast Internet connection, and travel together to work remotely from somewhere?" A few minutes later, the three of us were ready to book flight tickets. A few minutes after that, we reserved seats on a plane to Crete. Finding the perfect place to stay was not a problem; Airbnb found us a beautiful house with a pool in an ideal location.

One week later, with bags packed, three of us on a plane, a 2-hour flight, and welcome to Greece! We spent four days working remotely during the day, sightseeing, and eating seafood in the evenings. Daily meetings with our team were held by the pool, as were weekly cross-team meetings!

Hanging out together was a new experience for us; we got to know each other much more, for example, because of late night conversations! We also saved some time to see a stunning beach on Crete–Balos. We will definitely plan this type of a trip once again!

Being @Prowly: what does it really mean?
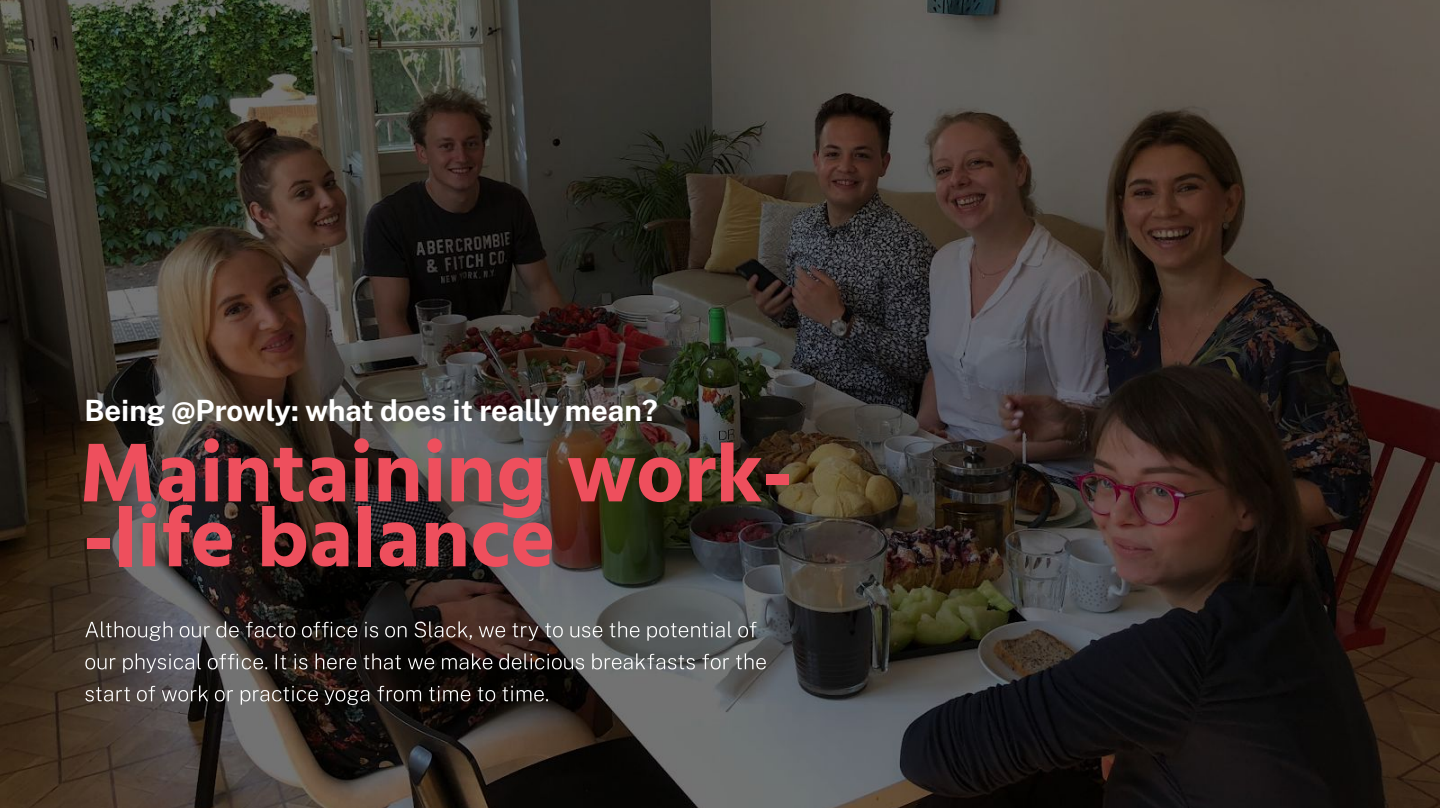
Learning from each other

From knowing the key to quality sleep, to the ability to make ecological bags for storing food, to creating the best pizza dough recipe — each of us has interests worth sharing and passions that can inspire others. That's why we regularly encourage each other to share in knowledge exchange meetings we organize during the working day.

Being @Prowly: what does it really mean?
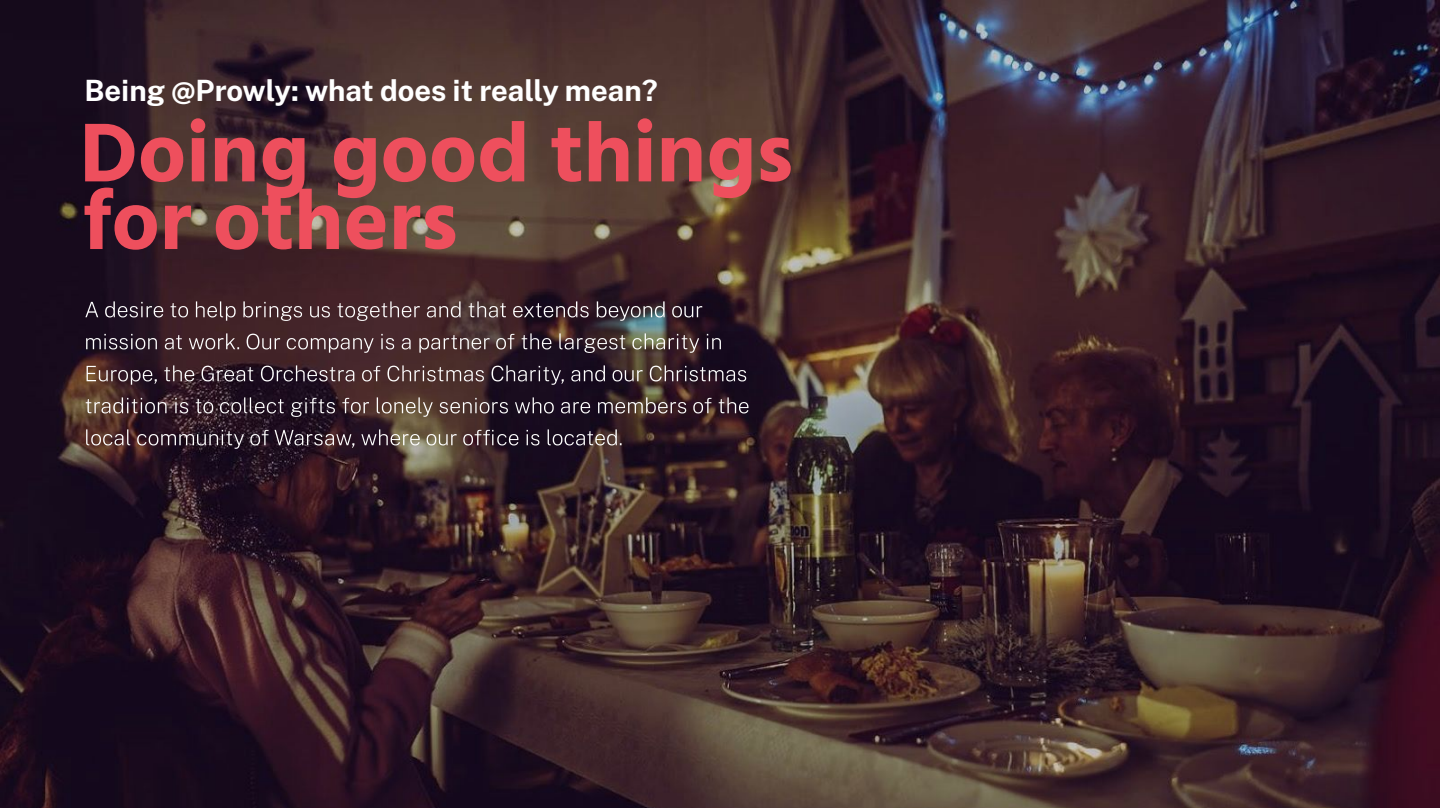
Having fun

We take the cultivation of our daily culture seriously but fun is a big part of it. Once a year we organize integration trips for several days, and in the meantime we play board games, cook (and eat) good food, organize city games or play the role of ninja turtles

Being @Prowly: what does it really mean?

Maintaining work-
-life balance

Although our de facto office is on Slack, we try to use the potential of
our physical office. It is here that we make delicious breakfasts for the
start of work or practice yoga from time to time.

Being @Prowly: what does it really mean?

Doing good things for others

A desire to help brings us together and that extends beyond our mission at work. Our company is a partner of the largest charity in Europe, the Great Orchestra of Christmas Charity, and our Christmas tradition is to collect gifts for lonely seniors who are members of the local community of Warsaw, where our office is located.

Thoughts on thanks.

If the culture we're trying to create here at Prowly sounds like something you'd like to be a part of, we would be happy to **hear from you**. The same goes for anyone who just wants to leave feedback or contact data for future conversations.

We love the path we're taking and you're welcome to walk with us any time.