

# Reseau — Manifesto

## 1. Your journey starts here

Welcome to Reseau. You might know us as the developers of ‘Welloca’ — the all-in-one practice management app. Or you might have been searching for useful insights into software development or SaaS and stumbled upon one of our articles. Either way, you’re about to learn more about our ‘outside-the-box’ approach to doing business.

Whether we’re translating deeply technical knowledge for CEOs, finding holes in so-called “secure” technologies or mandating meditation breaks, we thrive on the labels we’re given. We’ve been called everything from weirdos to oddballs. And that’s fine with us, as all we’re bothered about is delivering for our clients while having fun!

## 2. Innately independent

You won’t find sell-outs or conformists here! We’re completely self-reliant, which means we don’t have to answer to investors or directors. All we’re bothered about is delivering for our clients while upholding the highest standards of morality and ethical operations. At Reseau, we never ask for permission — we leave fear at the door in our bid to remain unique in an increasingly corporate marketplace.

## 3. Small yet powerful

We always work in teams of five or fewer because it allows us to remain agile and flexible when it comes to making brave, bold decisions. We cut right through the BS without the shackles of a gatekeeper to stifle our creativity. This simplified way of pooling skills also keeps us focused on what’s important — and what isn’t!

## 4. Profit’s not an ugly word

This isn’t rocket science. Without profits, businesses wither and die. We always assess the profitability of a project or idea before getting stuck in. This is why we’ve been profitable since day one. Rather than shy away from the profit motive, we embrace it. It’s the driving force that guarantees reliability and exceptional service for our customers.

## 5. Procrastination is a dirty word

If we can get things done, we don’t wait around for permission or a pat on the back. We press ahead with a can-do attitude that’s essential for success. And if we make mistakes along the

way, that's all part of the learning process. Remember: decisions are temporary, but inaction is often fatal.

## 6. The Tesla way

We take a creative approach to software development that requires relaxed minds and the freedom to imagine. You'll often find us listening to music as we work, as we're firm believers in its power to nurture minds and inspire confidence. Our music playlist is eclectic — filled with everything from punk to soft rock to heavy metal. We find that the 'frequency' and vibration of music grease the wheels of creativity. Tesla once said that frequency and vibration are how we understand the world. If they're good enough for a genius, they're good enough for us!

## 7. Discretion is the better part of valour

Some companies display their data protection principles proudly; we live and breathe ours at Reseau. Yes, we work tirelessly to protect our clients' data, but we go a step further. We only work with partners and suppliers who share our ethical approach to data security. We control the product stack at all times, so tracing potential issues to their exact origin is a relatively quick and simple process. Take that, Big Tech!

## 8. Efficiency and space for living

We've been able to deliver projects in hours when other clients have estimated lead times of several days. This isn't just about efficiency — it's about giving every job the care, attention and respect it deserves. We cut out the fluff and overages by throwing everything into the task at hand. How do we do this? By channelling our inner Tesla and utilising the 'frequency and vibration' ethos to stay attuned to what's required of us.

## 9. Patience is the main ingredient of perfection

Why the rush? If you do something wrong, was it really worth hitting an arbitrary deadline? If you're focused on real-time, you're in for a hard time in the future. Here at Reseau, we encourage you to stop the endless scrolling in a desperate attempt to find an immediate answer. We take the time to breathe and give ourselves some space — and we encourage our clients to do the same.

## 10. There for the little guys

We're not obsessed with securing those huge multinational contracts for the world's top corporations. That's just not us. We're an SME, and we love nothing more than helping companies just like us thrive and grow. We're on a mission to redress the imbalance of underserved and ignored small and medium-sized enterprises that struggle to secure software development services at affordable prices. We're less FTSE 100 and more FTSE 1,000,000.

## 11. The world is our office

We embrace a hybrid method of working that involves using living rooms, kitchens, beaches, trains, and independent coffee shops as our workplaces. Some might call this remote working, but we call it independent collaboration. We haven't just replaced a traditional office with this method, however. We communicate when we need to — at times convenient to the individuals. We're less concerned with Zoom meetings and more concerned with maintaining a flexible approach to delivering results. This approach means our clients NEVER have to adapt to us, which is the way it should be!

## 12. Quality not quantity

We don't think in terms of seconds, minutes, and hours. Instead, we strip away arbitrarily imposed time constraints and ask ourselves: "What's the most efficient way to achieve our objectives?" This liberates us and delivers better results for our clients. What good is setting aside a day to complete a project if that day is littered with interruptions and distractions? Quality over quantity — every time!

## 13. Meeting needs doesn't always need meetings

We meet the needs of our clients by working efficiently and applying our skills with vigour. Meetings can get in the way of this process if they're not absolutely necessary. There's no such thing as a two-hour meeting. Even if there are only two people present, that's a four-hour meeting. And every minute spent in unnecessary meetings is a minute we're not spending on what's truly important — creating killer software solutions!

## 14. Smell the roses

There's no grind at Reseau — it's not conducive to the creative process. We don't work 18-hour days and have power huddles at the beginning of the day. Overworking is one of the primary causes of work-based stress, anxiety, and sickness. How can we deliver for our clients if everyone is exhausted? We work so we can enjoy life. While we're committed to a hard day's work, we know when to call it a day and recharge the batteries for tomorrow. Taking the time to smell the roses empowers us to achieve wonders.

## 15. Big thinkers, not Big Tech!

It's all we hear these days: "Big Tech says this, and Big Tech does that". We believe the best things come in small packages. We're very much small tech, and that's just how we like it. We're free from the shackles of expectations and conventional thinking. Why? Because we refuse to let the bottom line dictate what we do. Big Tech is more about pushing profits than pushing boundaries — and that's just not us!

In fact, Big Tech can 'F' right off! We're all about the open-source tech you can get to the nuts and bolts of. We work with complete transparency. We cherish the relationships and collaborations that result in innovative software solutions. And we're proud to say that a human story lies at the heart of everything we've ever done. This is a robot-free zone!

## 16. Embracing the power of no

When we say 'no' to something, we're only referring to one thing; one decision; one request. But when we say 'yes', we're actually saying 'no' to all the other options on the table. 'Yes' might seem positive, and for some, it's the easy solution. But when we're brave enough to say no, a whole world of possibilities emerges. We've seen the power of 'no' in action many times over the years, which is why we never shy away from it

## 17. The long haul

Why isn't there a word for a company that has endured a highly competitive market, rolled with the punches and come out the other side fighting? The buzzword for new businesses is 'startup', so we believe there should be a word for a company like Reseau that has battled through hard times, come close to missing payroll once or twice and confounded expectations. With 18 years of achievement behind us, our longevity instills confidence in our customers and partners. We're in this for the long haul, and we're stronger and more resilient than ever.

## 18. Sticking with the plan

In our experience, software development projects overrun and exceed their budgets because those in charge don't know when to say 'no'. If you want to launch within budget and on time, resist the urge to throw more money, time, and human resources at the situation. Stick to the plan, rein things in and focus on the initial goal.

## 19. Decision over consensus

What's the point in reaching an amicable consensus if the outcome doesn't work? Why agree on a falsehood? Who does this help? We're not afraid to disagree and debate crucial issues, as it's often the only way to reach the right conclusions. We think. We disagree. We argue. We change our minds. And we do all of this in a spirit of collaboration, transparency and respect.

## 20. What doesn't kill you...

You don't get through two decades of delivering for clients without facing a crisis or two. While others avoid crises at all costs, we use them as learning exercises. We're stronger BECAUSE of the disasters we've experienced. We're more effective BECAUSE of the struggles we've had to overcome. Every time we get knocked down, we learn how to pick ourselves back up. We use the mishaps and adversities we regularly endure as armour. We're unbreakable.

## 21. Goals maketh the person

“By recording your dreams and goals on paper, you set in motion the process of becoming the person you most want to be. Put your future in good hands — your own.” (Mark Victor Hansen)

## 22. Noise reduction

The fear of missing out — commonly referred to as FOMO — can fill your head with noise. And when that happens, focusing on what’s truly important can be tough. Who cares what you missed on that big night out with friends? Are you really bothered about what’s trending on TikTok today? Will uncovering the latest celebrity gossip make your life better? Once you learn to cut out the noise in your life, you’ll turn the fear into joy...JOMO, if you will!

## 23. To miscommunicate is to fail

The larger the team, the greater the risk of miscommunications. Because we’re small and agile, we maintain an efficient and effective communication process that leaves no room for misunderstandings and double meanings.

“90% of all management problems are caused by miscommunication.” (Dale Carnegie)

## 24. There’s no such thing as ‘easy’

If something is easy, there’s a good chance that one of three things is happening:

- You’re not doing it correctly
- You’re not putting everything into it
- You’re talking about someone else’s job

If you think your job is easy, reassess what you’re doing. And if you think someone else’s job is easy, put yourself in their shoes.

## 25. Rails Framework

We thrive in our role as contributors to the Rails Framework. We don’t just use it, we stand side by side with fellow contributors to make it better. As regular contributors to various open-source projects, we’re all about community, transparency and collaboration. We’re proud to collaborate with some of the smartest, wickedest people in the global software development community — and we’re not afraid to show it!

## 26. To plan is to guess

We’ve seen five-year plans, and they’re little more than estimated guesses. We’ve seen five-week plans, and they’re usually rooted in the here and now. The longer the plan, the bigger

the guess. Little and often defines our approach to planning. And when things don't go to plan, we change it. It's that simple!

## 27. Sleep on it...or meditate on it

Even the most insurmountable problems and worries seem a lot less significant after a good night's sleep — or a lunchtime meditation session. The truth is always at its most virulent when the sun is low in the sky. Let things settle. Give them a rest. And even if you're certain, sleep (or meditate) on it!

## 28. We aren't family

Businesses that call themselves families are often manipulating their employees into giving too much of themselves. "How could you possibly think of giving anything less than 200% when your family needs you?" No, we reject this. Your family is your family.

The best businesses support real families through decent wages, an enjoyable work environment and supporting a healthy work-life balance. Would your real family ask you to take calls on your day off, stay connected to your email account at all times or stay behind after a workday without pay? Of course it wouldn't...and neither would we.

Sister Sledge once sang "We Are Family". Here at Reseau, we aren't family, but we care about the families of the people who help us succeed.

## 29. We are Reseau

Why Reseau? Well, it's the French word for 'grid' or 'network'. And that's a word that describes our approach to software development. Of course, we work on — and with — networks every day. But we also create human networks that include employees, partners, collaborators, suppliers, contractors, and anyone else who wants to join us on our journey.

We couldn't deliver for our clients without this network. And it goes far beyond the people we've just mentioned. The Reseau network includes the families and friends of those individuals. Because without them, the people we rely on simply couldn't perform the wonders they do on a daily basis.