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Citing Netflix CEO Reed Hastings, Accompany Founder and CEO Amy Chang says a company's culture should be authentic and gritty enough to discourage the wrong type of people from applying and still attract the most desirable candidates. Being honest about what your company is and isn't means not sugarcoating its culture, according to Chang, whose startup has created a virtual chief-of-staff app.



## Transcript

I actually think Reed Hastings said something fantastic.. I don't know if you guys have seen his culture manifesto, it's actually quite good to look at especially if you're thinking of starting your own company.. I think he wrote it four or five years ago at this point, a long time ago.. But it still has held up very, very well.. In it he basically posits that the culture should be real enough and authentic enough and in some ways gritty enough to repel the wrong people for that company as well as attract the right people for that company.. I, too, kind of share that belief.. If it's all apple pie and rainbows and unicorns, then it's not real enough to be strong enough and cohesive enough to both attract and repel.. Which I think the culture, you should be honest about what you are and what you are not so that the right people come in and the people who are not going to find it to be a place where they thrive find a place where they will thrive which is not your company...