



The culture book by Goodiebox

A hero's guide to happy moments



Clarity & direction

This book is our culture manifesto.
It is an invitation for all Heroes to learn, get clarity and direction when needed.

Goodiebox is defined by our four cornerstones: Our purpose, our mission, our vision and our values. Each element helps describe why we do what we do, what we do and where we are going.



Passion led us here

The passion to make our mark, make a difference, make the world a better place.

Our passion and our purpose is happiness.

Being happy is one of the most important, fundamental things in life. For the people who work here, for our members. For everyone. It helps us live our best lives. And it makes everything possible. So we can dream bigger, aim higher and do good for others. At Goodiebox, we're here to give more people more happiness in the world and create the space for amazing things to happen.



Our story so far.

This is written in 2022, so if you're reading this many years later, we sincerely hope that our story is still as exciting as it's been so far. Dive into the first 10 years of Goodiebox, as recalled by co-founders Rasmus and Nikolaj.

2013
We experience a teenage-like growth spurt and move warehouse three times to follow.

2012
Fast forward 16 years and we've left the suit & ties far behind as we launch Goodiebox in Denmark with our first 500 members.

2015
We reach 5000 happy members in Denmark.

1996
Nikolaj and Rasmus meet at law school in Copenhagen and become BFF's.

2017
Frederikke from Team Happiness manifests the concept of being our member's best friend, by setting a new record for the longest conversation with a member - 4 hours 48 min. Wow!

2018
We start bringing happy moments to Dutch and Norwegian women - Our first time ever outside Denmark.

2019
Our happy empire expands further as we reach women in Belgium, Switzerland, Austria, Finland and Germany.

2022
Bonjour and cześć! We're now delivering happy moments to Poland and France.

2021
We grow a more sustainable company by establishing The Forest by Goodiebox with 100,000 trees in the heart of Denmark.

2021
The Female Founder initiative is launched with Beauty Boosters being the first to receive support and investment.

2023
Ask your fortune teller. All we can say is that something great's in store!

Our Purpose

Being happy is one of the most important, fundamental things in life. Being happy makes everything possible. It makes you appreciate life; start things you didn't normally dare do and gives you the energy to do good for others. Happy fuels happy fuels happy.

Being happy is not an automatic thing. Happy typically doesn't happen by chance or fall in your lap. You need to play your part. We help our members do that. We help our members put happy on the map and if we succeed, we will give the world happier people, create more empathy and make room for more good things to happen. It's time to make happy happen!



Our Mission

We create happy moments for our members and are deeply devoted to making our members as happy as often and as much as possible. One happy moment at a time.

A happy moment can be everything from unboxing our subscription box, an engaging email, content on SoMe or getting a must-have limited edition or a loved product on our shop. What constitutes a happy moment can and will develop over time but consistent throughout the process is our focus on making our members happy and creating wow.

Our Vision

**We want to be the European leader of happy moments.
Daring to inspire and empower people to live a happier life.
Ultimately making the world a happier place.**



Our vision is to create happy moments, and this vision is much larger than ourselves. We want to help others create happy moments too. Through our journey, from a start-up to the company we are today, we've learned that we only managed to succeed because we got a lot of help, and a lot of people trusted us. Along the way we've also gained a lot of expertise, and we want to use this to help others **Female Founders** succeed and put happiness on the map. To do this we've created "Female Founders by Goodiebox". It serves as our platform to aid and empower up-n-coming female founders and entrepreneurs. We've already helped and invested in Beauty Boosters, founded by Maria and Louise. Their purpose is simply to make beauty more accessible. They realized that women had trouble finding time outside normal work hours to get their hair, lashes or nails done. It led them to create the Beauty Booster service. Here the professionals come to you or your workplace, in true beauty-on-demand fashion. We approve so much of this concept that we even get regular Beauty Booster visits at our office. Honestly, you won't find any other office with employees having nails and lashes as stunning as ours!





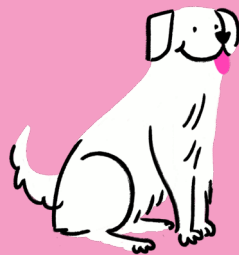
Our four values

#2 BRING THE WOW ✨

#4 BE THE CHANGE ✨

#3 FIND THE WIN ✨

#1 BE YOU, IN A TEAM ✨



Bring the Woof

Who let the dogs out at the Goodiebox office? We did! All our heroes can bring their furry sidekicks to work, as long as they schedule it in our infamous Goodiedogs channel. Happy dog, happy owner.

1st | Be you, in a team

value

We celebrate authenticity, quirkiness and you being you. You don't have to look like anyone else, dress like anyone else, or be anyone different to who you are. Like a Premier League football team, or a legendary 90s girl band we all bring something different to the mix. Success happens when we pull together towards our common goal: learning from each other, and celebrating each other along the way. We play to our strengths and we have each other's backs. That's how we create something amazing for our members, together.

Together, but not the same.

What that looks like:
collaboration, mutual respect, strong relationships,
and no bullshit.



The Queens of Denmark

Not many people outside Goodiebox know about this, but Her Majesty Queen Margrethe II ain't the only Queen of Denmark. At Goodiebox we have Sus, excuse us, *Her Majesty Sus, the Office Queen. In the event of the 50-year jubilee of her royal companion, Sus stayed up all night and created traditional blue sashes for each and everyone of the Goodiebox Heroes. She even prepared a breakfast worthy of royalty, so we all could enjoy the moment together. Sus might be the Queen, but that day we all got to feel a little bit royal.



2nd | Bring the wow value

We bring the wow to work. Every day. We smash through people's highest expectations of us. Working with excitement, enthusiasm and energy to get the job done. We take pride in what we do, and we're proud of each other. We encourage each other to keep bringing the best of who we are to work, for ourselves and our members. High challenge, high reward. And never ever a dull moment.

What that looks like:
Glitter, growth, dancing, data, laughing and emojis.



Frederikke & the five hour call

We've named our customer service for "Team Happiness", and there's a very good reason for that.

Once one of our Happiness Heroes, Frederikke, picked up the phone to chat with a member and she almost never put it down again.

Frederikke and the member connected and talked about everything from Goodiebox to personal matters, and their talk continued as Frederikke left the office and made her way back home.

They ended up talking for a whopping 4 hours and 48 minutes!!! Now that's a real wow moment.



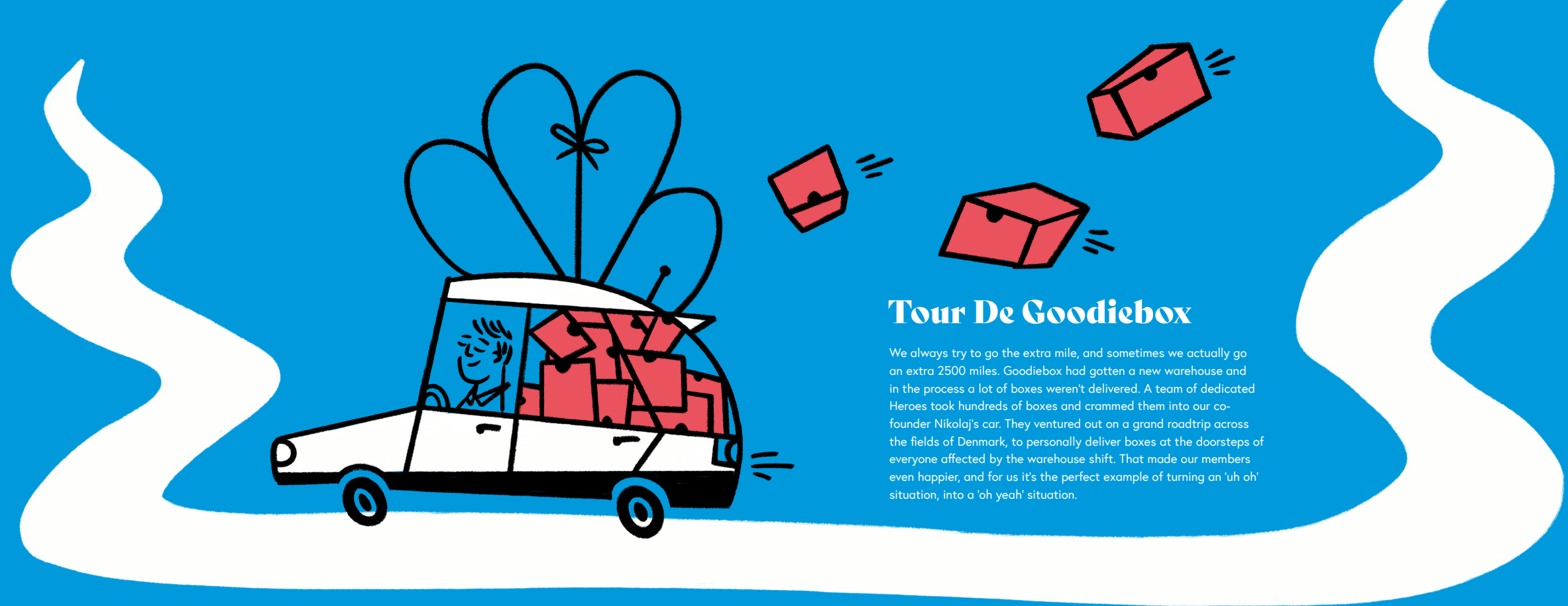
3rd | Find the Win value

Incremental change won't get us where we need to be. So we bring ambition, courage and daring to the work we do. We learn from failures, we celebrate every success. Whether that's sharing our stories over coffee or beer, or a friendly note on Slack to say 'great job!'

We're here for the 'win-win'. For us, winning is growth, fulfilling our potential, doing something great for our members, doing something great for ourselves.

We make big bets and we play to win.

What that looks like:
ambitious targets, a (friendly) competitive spirit, and a ton of encouragement at every step.



Tour De Goodiebox

We always try to go the extra mile, and sometimes we actually go an extra 2500 miles. Goodiebox had gotten a new warehouse and in the process a lot of boxes weren't delivered. A team of dedicated Heroes took hundreds of boxes and crammed them into our co-founder Nikolaj's car. They ventured out on a grand roadtrip across the fields of Denmark, to personally deliver boxes at the doorsteps of everyone affected by the warehouse shift. That made our members even happier, and for us it's the perfect example of turning an 'uh oh' situation, into a 'oh yeah' situation.

4th value | Be the change

We see change as a positive force. As a business, we don't need certainty, we need adaptability. For us that means the willingness to improvise, try things and embrace what's coming round the corner. We bring solutions not problems, and we all take responsibility for where we're going as a team. We're here to push things forward, and it's never, ever business as usual.

What that looks like:
Resilience, resourcefulness, creativity, responsibility.



Rooting for happiness

At Goodiebox we have a responsibility. We believe we must play an active role in preserving the foundation for all true happy moments - a healthy and happy Earth, by creating a greener future and taking social responsibility. We will never be fully happy humans if we don't have a happy Earth and our most challenging problems cannot be solved by government and nonprofits alone. That is why we have set ourselves a goal. We want Goodiebox to be Co2 neutral in 2023 and Co2 negative in 2025.

In order to achieve this goal, we have created a forest. Our own forest. Growing to a total of 300.000 trees. In the future, we plan to open this forest up for our members, so they can enjoy the nature, and experience the positive impact on Co2 that they have created with us.

Together we will change the world

The truth about happiness?

It starts from within.

So we walk the walk. We find our own happiness and we bring it to others.

Sometimes that means celebration, parties, congratulations and every smiling emoji under the sun.

Sometimes it means challenging ourselves to do more: to aim higher, to step up and show up to take responsibility. To have that difficult conversation or make that difficult leap.

The important thing is that everyone plays their part.



Forever changing the life of a cat

Sometimes we change the world for cats. One of our members wrote back to us saying that her cat was totally in love with a fragrance she received from us. Every time she sprayed it on herself, her cat would appear, and shower her with attention and love. Usually kitty never wanted to cuddle? Needless to say, we sent her a box filled with that very fragrance, so she could get her cat's attention, for eternity. Maybe that should be our vision, to make the world happier, one cat at a time?

Now what?

So, now you've read a brand book about us.

But you don't have your own brand book, do you?
Come on, let's make you one.

Knowing your purpose, your reason to be here, all the holistic bibbidi-bobbidi-boo, will make you barf a little, but in the end also make you happier.

Needless to say, we've made you some questions to reflect on. Book a meeting room, take a concerningly long trip to the toilet, or in one way or another, find the time to answer these questions.

What makes me happy at work?

What makes me unhappy at work?

What can I do to make sure this happens?

What can I do to make sure this doesn't happen?

Continue your own journey

