

# Key takeaways from the book



**A Platform Mindset:** Building a culture of collaboration, by Marcus Fontoura (*8080 books*).



A PRACTICAL PERSPECTIVE ON MANAGING A TECH COMPANY

## Part III: Leadership

### Inclusive work environment

HOW TO CREATE AN INCLUSIVE WORK ENVIRONMENT

- Show vulnerability. Be a **role model** for your communities, especially for leaders belonging to under-represented groups.
- Require the **mandatory presence** of women and under-represented groups in interviews, both among candidates and interviewers.
- Provide training on how to be an ally and on **unconscious biases**. Welcome diverse ideas and tolerate error.
- Promote non-aggressive personal interactions. Be **respectful** of cultural differences.
- Promote psychological **safety**.
- Encourage the formation of **communities**.

### Social responsibility

IMPORTANT POINTS ABOUT SOCIAL RESPONSIBILITY

- Create programs to **form new technology professionals**, especially from lower-income communities.
- Participate in **philanthropic projects** with positive social impact, involving the team whenever possible.
- Choose projects **wisely** to maximize the positive impacts on society.
- Think thoroughly about new innovations and their possible **negative implications** in the future.
- Participation in external events to **inspire social action** by other leaders.
- Use technology to create **social good**, support digital transformation, and create economic value.

### Leadership attributes

IMPORTANT POINTS ABOUT LEADERSHIP ATTRIBUTES

- Lead by **example**, including work-life balance.
- Have self-knowledge and capacity for **self-criticism**.
- Have good **technical judgment**.
- Build a team to **complement** your skills.
- Manage **frustrations** and team expectations.
- Be aware of the company **mission**.
- Strive for a **systematic** management model.
- Multiply knowledge and **train new leaders**.

Check out more insights on Culture and Technology at [platformmindset.org](https://platformmindset.org)