

THE
100
WAY

THE IGN WAY

Why we do what we do, and the core values that guide us.

WHY WE DO IT

The single belief that drives everything we do.



CORE VALUES

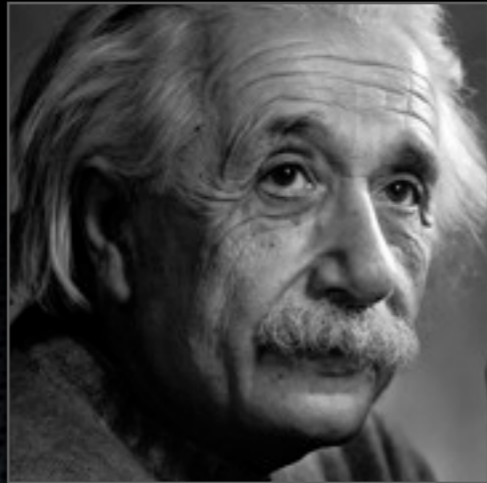
Living by these principles defines our success.

WHY WE DO IT

IGN believes there's
always a next level.



OUR CORE VALUES



A close-up, high-contrast photograph of Wolverine (Hugh Jackman) from the X-Men franchise. He is wearing his signature white tank top and has his adamantium claws extended from both hands. His expression is intense and focused, with his eyes looking slightly downward. The lighting is dramatic, highlighting his facial features and the texture of his skin and hair.

FIRE

Have a passion for what we do that lives deep within you.

We believe that working here is more than just a job.

We understand our users - we are our users.

We persevere.

We get where we're going fast. Faster.

A black and white portrait of Albert Einstein, showing his characteristic wild hair and mustache. He is looking slightly to the right of the camera with a thoughtful expression. His hands are clasped together in front of him, resting on a surface. The background is a dark, neutral color.

INNOVATION

Invent the new, now.

We create new ideas by paying attention to the world out there, using our imagination, experimenting, and learning from success and failure.

We evolve.

Where we're going, we don't need roads.

We ship.

A Halo Spartan in full armor, holding a battle rifle, standing against a sunset background. The Spartan's helmet visor is glowing yellow. The rifle has green lights on it. The background shows a bright sunset over a landscape with trees and hills.

GREATNESS

Be epic.

We consistently amaze.

We know when to look for an improvement of 10%, and when to look for 10x.

We focus on what's important.

We find all of the Easter Eggs.

MULTIPLAYER

Be Voltron, not just a robot lion.

We own the result of all of IGN, not just our own or our team's.

We inspire those around us.

We listen and learn from others here and elsewhere.

We attract people to work here who raise our bar, and coach people who are already here to achieve their potential.



IRREVERENCE

Be yourself.

We point out when the emperor has no clothes.

We scratch our own itch.

We wear shorts in the winter, because we know we look good.

We know that nothing here is above question — including these values — but we don't let that get in the way of getting things done.

