

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

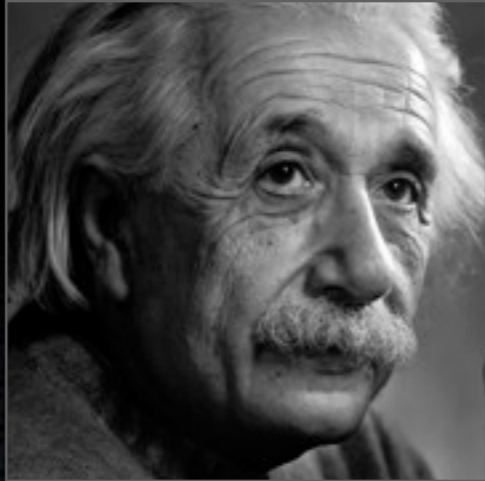
Living by these principles defines our success.

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 the texture of his skin and the metallic sheen of his claws.

FIRE

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

Your work here is more than just a job.

You understand our users, because you are one.

You bring a gun to a knife fight.

You get where you'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

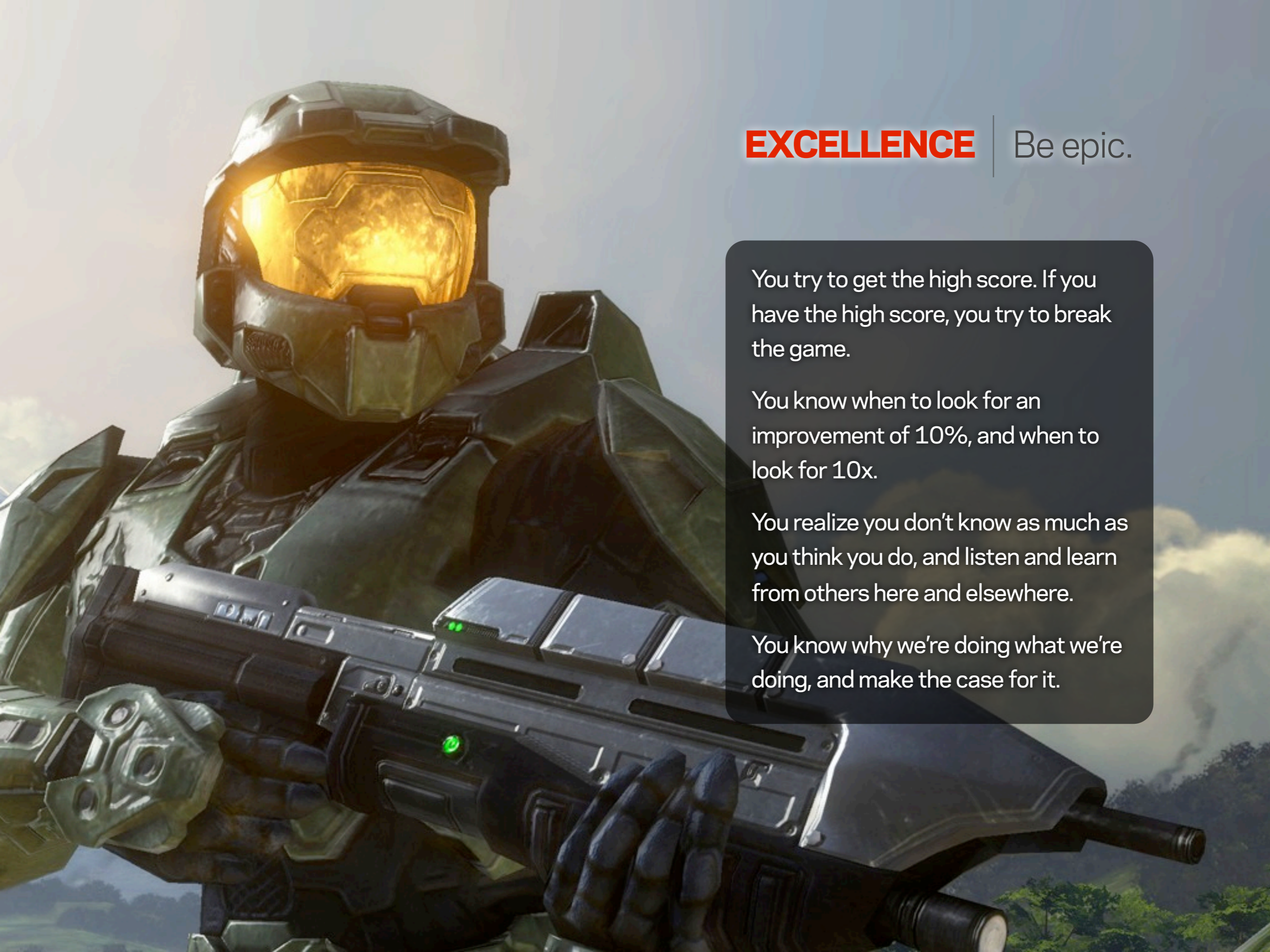
Invent the new, now.

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

You evolve.

You get that there is no spoon.

You ship.



EXCELLENCE

Be epic.

You try to get the high score. If you have the high score, you try to break the game.

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

You realize you don't know as much as you think you do, and listen and learn from others here and elsewhere.

You know why we're doing what we're doing, and make the case for it.

MULTIPLAYER

Be Voltron, not just a robot lion.

You own the result, not just your role in making it happen, because your team is all of IGN.

You inspire others to do their best work.

You scratch your own itch, and don't wait to be told how.

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



IRREVERENCE

Be yourself.

You have the courage to speak your mind, with the skill to do it in a way that works.

You lead the shenanigans.

You wear shorts in the winter, because you know you look good.

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

