



Growing Bigger. Growing Better

Sharing Professional Wisdom We've Gained in 8 Years



In 2014, we started as an experimental PDF editor and form filling tool for companies, having 6 people on the team.

In 8 years, we've transformed into a robust, yet intuitive no-code process automation platform, with a multinational family of 60, and offices across the globe.

The Fluix you see today is a testament to the dedication and knowledge of all our team members – both past and present - who for all these years have been putting their energy and skills into our product.

*We've learned a lot on this journey, and now would love to share our personal experiences, professional observations and recommendations, hoping to give you new perspectives on your work and management style.
It's time to reveal some secrets!*



Julia Nikolaenko

Executive Director, Fluix



Andrian Budantsov
Co-Founder, CTO

Promising technologies for businesses:

I would keep an eye on the new Meta Quest Pro – there is some chance that it would be adopted in enterprise environments. Overall trends remain the same for the last couple of years – AI, IoT, Edge Computing. Depending on the industry it may be robotics, 3D printing and new materials.

Determining tech trends that matter for your company:

Consider potential benefits for business and cost+risks (time, money, reputation) of adapting a new technology. If benefits outweigh costs – it makes a trend a strong candidate for adoption.

A book worth your time:

Build by Tony Fadell. Lots of no-nonsense wisdom about running a company and making hard decisions.



Andrian Budantsov
Co-Founder, CTO

A tool to help you with tasks:

Roam Research. It is a system that allows you to link different pieces of information together. I use it as a TODO and note taker.

Advice I would give myself 8 years ago:

Buy some Bitcoin and Tesla stock, sell in November 2021.



Sergii Khyzhniak
Head of Engineering

Advice to attract tech talent:

Focus more on personality traits and soft skills rather than tech skills. Tech skills come with time and experience. But if you struggle to communicate with people, no matter how skilled they are, sooner or later you'll go separate ways anyway.

Be honest during an interview.

Invest in graduates and interns.

The best thing you can do when coaching your teams:

Let people try new things and allow them to grow. No one can tell what someone is capable of until they try it.

A non-fiction book with some interesting facts:

A Billion Years by Mike Rinder, an ex-head of Scientology's Office of Special Affairs who managed to escape Scientology in 2007.



Sergii Khyzhniak
Head of Engineering

A tool to boost your productivity:

Vacation. Nothing makes you more productive than a good rest and few days out.

Advice I would give myself 8 years ago:

Do not overestimate your skills.



Julia Nikolaenko
Executive Director

Underrated ways to help customers feel valued:

Getting to really know the customers. People to people. Putting faces to names. Truly being interested in helping them find solutions to their problems and not just selling your product to them. A lot of people TALK about this, but in practice very few companies actually do this

Tips for preventing conflicts in a big team:

It actually may seem obvious, but just talk with each other. And the key word here is “with”. From my experience, once team members truly try to explain the meaning and intention of their actions, and provide verbal definitions to each other, that's when conflicts can really be avoided.

Tools to help you with efficiency:

Spark Email by Readdle and the simplest of iPhone native tools called Notes. You'll find them useful time-savers if your work life resembles mine: being all about emails and bouncing among them and various to-do lists you work with daily.



Julia Nikolaenko
Executive Director

Books to make you rethink hiring strategies:

One of my most important tasks as the Executive Director right now is to hire the right people and deliver to the best of their potential.

That's why I cannot help naming the following 2 books which really impacted what I look for in our new hires: Talent by Tyler Cowen and Daniel Gross and Trillion Dollar Coach by Eric Schmidt, Jonathan Rosenberg and Alan Eagle.

Advice I would give myself 8 years ago:

Be more patient. Always. Advice I'd give myself 10 years ago, 8 years ago and today as well:) Keep working on it at all times. Delegate more, work hard, but find time for other things you love besides work.

Do more things that make you happy. Take care of yourself more and make sure you have the right people around you.



Dmytro Kovalenko
Head of Design

Secrets to reigniting creativity:

Keep your hand on the pulse and monitor what is currently happening in the industry, thinking of what might happen in the future to prepare and improve your team and product accordingly.

A toolkit for a multitask manager:

- ❖ Atlassian Jira – Your “eyes” on the priorities, work plans, and what is currently on the plates of your team.
- ❖ Calendars by Readdle – Has been giving people control of events, schedules, planning, etc. for almost 8 years already (since Calendars 5 release, which I have designed, btw). Can be used for both work-related and personal events.
- ❖ Things by Cultured Code – Create to-do lists and sort them by different projects and goals.
- ❖ Notion – A primary tool for note-documentation taking.



Dmytro Kovalenko
Head of Design

A book to change your idea of design:

Ruined by Design by Mike Monterio. It's both terrifying and inspirational due to the ugly truth it uncovers. Your mind just blows by so many controversial emotions it raises. Every person in the IT industry has to read it and keep in mind its meaning, its goal.

Advice I would give myself 8 years ago:

Keep it going and be pushier! Your vision and way of thinking are in the right direction - a lot of things came true in both our product and industry overall.



Olha Zakharova
Product Manager

Giving feedback to a team:

With the right people you can do great things. If you're lucky to work in a team of such people, always be honest with expectations, and grateful for achievements.

3 tools for efficient project management:

- ✦ Jira for everyday tasks
- ✦ Notion for roadmap planning
- ✦ Confluence for documenting the product

A book on negotiation and conflict resolution:

Getting to YES Negotiating an Agreement without Giving In by Roger Fisher and William Ury.



Olha Zakharova
Product Manager

A tool to generate retrospective insights:

Parabol. We use it for our product retro meetings to share what we did well, and what can be done even better.

Advice I would give myself 8 years ago:

Almost 8 years ago I began my career in IT. It was scary to start from scratch, but it was my best decision. So my advice is to dare and change.



Brandon Hull
Head of Sales

Type of talent needed to build a successful sales team:

Every leader is a bit different in terms of the talent they want, but salespeople who are above all, smart and curious have the biggest potential.

Personally I'd also want salespeople who communicate clearly and enthusiastically, and are committed to improvement.

Techniques for getting people to actually talk to and listen to you:

No one miracle ingredient here. It all starts with talking to people in their terms, not yours. Go to where they are, learn about what they're working on, and find out what's missing.

It's better to show a genuine interest in people and discover what they're missing in their work lives, and when we're a great fit, making that connection.



Brandon Hull
Head of Sales

A book you may want to re-read:

Atomic Habits by James Clear. I've read this twice now, and bought copies for two of my sons. Incredible book.

A tool to help you with video creation:

ZipMessage. I'm asked to share specific how-to videos with customers often. Loom has been great for this, but ZipMessage has a unique approach that adds more value.

Advice I would give myself 8 years ago:

There's too much advice to list: on leadership, on parenting, on being a good husband and friend. But if I had to choose one that applied to all of my roles it would be to be bold. Be more bold than you're comfortable with.

Aim high and challenge yourself to do things you don't think you can at first thought. You're capable of far more than you realize.



Ray Astafychev
Head of Growth

Creating a sense of accomplishment in a team:

Accomplishment always comes from finishing something meaningful. In the Growth team, we feel satisfied when some big project is working out - tests of a new hypothesis, finding interesting insights while interviewing the clients, or significantly impacting the bottom line.

It is great to celebrate both big and small wins - it brings a feeling of accomplishment.

Surprising growth approaches most businesses leave unnoticed:

You would be surprised how many businesses say that “We know better” or “We understand better”. So the best growth approach is just to understand your customers.

You need to know what they do, what takes a lot of time, what requires a lot of effort to do, and what drives them nuts. Solve it - and you don't need any Growth Hacks. You grow by bringing value.



Ray Astafychev
Head of Growth

A good book on human behavior:

Daniel Kahneman's Thinking, Fast and Slow. Useful ideas related to understanding people - the way they think, their buying behavior, and the way how they make decisions.

A tool to visualize your ideas:

If you need a whiteboard to structure your thoughts, try Miro. It works well for organizing your ideas and plans, as well as for starting from sketching new web pages, ending up reviewing the content, or working on a strategy.

Advice I would give myself 8 years ago:

Don't stop. Spend more time with your mother. And get more rest - it would help you to achieve more in the end.



Mykyta Bylik
Head of SEO

How to understand whether your business needs SEO:

The main sign is the demand from people. There are multiple approaches and tools that allow you to estimate the volume of this demand. If people ask Google questions relevant to your business, you should provide answers.

Secrets no SEO specialist wants to reveal:

- ✦ There are many SEO specialists showing the process, and fewer able to show the result. That's the reason why many businesses don't trust SEO.
- ✦ SEO is only a part of the marketing machine, and is unable to deliver the end result on its own.
- ✦ There is no "Money" button. There are no hidden secrets that allow you to gain instant results. The key is comprehensive systematic work with many factors to consider.



Mykyta Bylik
Head of SEO

An essential SEO toolkit:

A sheet of paper and a pencil, Notion and several tools to automate routine tasks such as data scraping. And of course, spreadsheets as well.

Advice I would give myself 8 years ago:

Be more proactive, bring more attention to passive income, invest more into your future.



Looking Forward to
New Steps Towards Better