

EMPLOYEE HANDBOOK

ZGM

WELCOME TO ZGM

**MUCH LIKE YOUR FIRST DAY OF SCHOOL,
THERE ARE LIKELY QUESTIONS, CONCERNS
AND A FEW INSECURITIES THAT YOU'VE
BROUGHT WITH YOU TODAY. THIS PIECE IS
MEANT TO ANSWER AND ALLEVIATE THOSE
ISSUES-AND INTRODUCE THE EXPECTATIONS
EVERYONE HERE WILL HAVE OF YOU.**

SO, WHAT EXACTLY, DOES ZGM DO?

We're an accounting firm with a difference...kidding.

Our official vision statement is simply this:

**THROUGH IMAGINATION AND INNOVATION
WE'LL BECOME A PARTNER SOUGHT OUT
FOR ITS ABILITY TO DELIVER EXPERIENCES
AND RESULTS FOR BRANDS THAT VALUE
IMAGINATION AND INNOVATION.**



This isn't a statement on the wall of the CEO's office that only gets looked at by the cleaning staff as they dust it off. **THIS IS THE REASON WE ALL CAME INTO WORK TODAY. AND IT'S THE REASON WE HIRED YOU.**

To help us become better as we strive to achieve this very lofty vision.

"...THROUGH IMAGINATION AND INNOVATION..." means there's no sitting on the sidelines. You're here because you've got a good head on your shoulders. Use it. Question things. Suggest things. Push things. Make your teammates think harder. Smarter. Better. Because when we push ourselves to be better, everybody wins.

"...WE'LL BECOME A PARTNER SOUGHT OUT FOR ITS ABILITY..." means that we want to work in relationships where we're partners in the true sense. Where we're in it together with our clients and add real value. Being sought out means developing a reputation that proceeds us. And we'll only do that by being better and smarter than our competition.

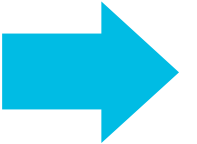
"...TO DELIVER EXPERIENCES AND RESULTS..." This is where we can really shine. Delivering more than just an ad. Or a website. Or a stunt, video, email, direct mail or annual report. But integrated solutions that engage our audiences unexpectedly and deliver experiences they talk about. As for Results, they are our measuring stick and the real opportunity to endear ourselves to our clients.

"...FOR BRANDS THAT VALUE IMAGINATION AND INNOVATION..." Is what it says- we want to work with like-minded companies that value what we do. This is utopia for an agency. It's where we are going. So let's enjoy the ride as we get there.

ZGM TO THE CORE

Sure, you're here because you've got skills. People skills, production skills, coding skills, coffee making skills, etc. But what you may not know is you're really here because the teammates that hired you believe you share the same core values as we do. This is important as our core values are what separate us from...well, everyone.

**WHAT ARE OUR CORE VALUES?
GLAD YOU ASKED:**



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- 1. RESPECT & PROMOTE CREATIVITY**
AT THE AGENCY, REGARDLESS OF THE SOURCE.
 - 2. FOSTER & PRESERVE RELATIONSHIPS**
WITH OUR SUPPLIERS, CLIENTS & TEAM.
 - 3. CREATE INSPIRED, INNOVATIVE SOLUTIONS**
TO MEET BUSINESS AND MARKETING GOALS.
 - 4. SHARE PASSION**
OF OUR PRODUCT AND OUR INDUSTRY.

- 5. SUSTAIN A POSITIVE & FUN ENVIRONMENT**
BOTH AT AND OUTSIDE THE AGENCY.
- 6. BE ADVENTUROUS**
WITH YOUR IDEAS. DON'T BE AFRAID TO FAIL.
- 7. REMAIN HONEST & RESPECTFUL**
WITH EACH OTHER, OUR CLIENTS AND OURSELVES.

KNOW THEM. LIVE THEM. LOVE THEM. Because if we stay true to these, no matter what happens, we can go home proud at the end of the day.

OUR COMMON THREAD

AT ZGM, YOU'LL LEARN ABOUT OUR BRANDING AND DEVELOPMENT

MODEL CALLED THE COMMON THREAD. It's all geared towards the development of the simple, singular truth about a brand. We then take that truth and weave it through everything we do for that brand. Get it? Weave...thread? Anyway, we've done the same thing for our own brand—found the common thread that we weave through everything we do around here. Ready for it?

**ZGM'S COMMON THREAD =
COLLABORATIVE EXPERIENCES.**



THAT'S WHAT WE DELIVER. BOTH INTERNALLY AND EXTERNALLY.

WHAT DO WE MEAN BY THAT?

INTERNALLY, IT MEANS WE WORK TOGETHER. Always. It means we brainstorm together. We ask for and accept input into our work. We share our ideas openly, freely and without fear. It means we work hard together, and play hard together when the opportunity arises. It also means we treat our suppliers like partners—collaborating with them to let their skills make our work better. Collaborative Experiences means checking your ego at the door and opening your mind to the idea that together we're better than we ever would be alone.

FOR OUR CLIENTS, IT MEANS WE WORK COLLABORATIVELY WITH THEM. We value their knowledge, insights, experience and ideas. Just as we would if they had a ZGM business cards.

AND FOR OUR PRODUCT, WE ALSO LOOK TO DELIVER COLLABORATIVE EXPERIENCES. Where the brand is seamless between mediums and executions. Where the experience the user or consumer has when interacting with our work is consistent, positive, and memorable.

LEAVE THE POLITICS TO THE POLITICIANS.

***THE FASTEST WAY TO KILL A COLLABORATIVE ENVIRONMENT IS
THROUGH POLITICS, SECTS, PACKS, NICHEs, HORDES, GROUPS,
CLIQUEs, EXCLUSION, AND ALL THINGS THAT BUILD WALLS***

BETWEEN PEOPLE. And because we're all about collaboration, you can see why walls and separation would be a problem. So avoid it. At all costs. If you feel like you're getting sucked into anything that feels like us vs. them...run. Run for your life. Even if all the cool kids are doing it, just say no.

Same goes for negativity. It's like a black hole for creativity and collaboration. So if you find yourself moping around like Eeyore everyday, take a good long look in the mirror, figure out what's the causing your grief and fix it or find another job where you're happier. No hard feelings. Cause we only like to hang out with people excited about coming into work everyday.

**ZGM IS LIKE
SASKATCHEWAN.
FLAT.**

LAYERS ARE GOOD FOR WINTER WARMTH, CHOCOLATE CAKES AND

GEOLOGISTS. NOT GOOD AT AGENCIES. Sure we all have different job descriptions, but you won't find a Special Assistant Vice-President & Co-Manager of Organizational Analysis here. What you will find are open doors and open minds. You'll find a group of peers that respect your opinions and ideas no matter what your role is. You're on the team now. Your voice is as loud as anyone's. Use it.

WHERE ART AND COMMERCE MEET.

CREATIVITY IN MARKETING COMMUNICATIONS ISN'T ABOUT ART FOR ART'S SAKE, BUT RATHER TO CREATE AN EXPERIENCE THAT WILL ULTIMATELY HELP MEET REAL BUSINESS OBJECTIVES.

We still need to sweat the craft and develop ideas and executions that get noticed—but the style and tone of the creative needs to reflect our client's brands, not our personal need for self-expression. At ZGM, if the work doesn't reflect the right tone and voice and hit the strategy, it's not good work. Even if it's the most creative piece in the history of creativity.

And because we're not a studio full of starving artists, we need to make sure our paycheques don't bounce every two weeks. So this means paying attention to things like budgets, time allotments for jobs and time sheets. Because if we stay profitable, we can keep the lights on and stay focused on doing the kind of work we are all here to do.

EXCEEDING CLIENT EXPECTATIONS.

We were busy preparing for a new business pitch and one of the questions we were to address was:

“WHAT MAKES FOR A GREAT CLIENT/AGENCY RELATIONSHIP?”

Our first instinct was to answer this as most agencies would—communication. But the more we talked about it, the more we realized our best client relationships—our longest lasting or the ones where we have the freedom to do our best work—exist when we consistently exceed our clients expectations across the board, including communication, process, strategy and product. Because every time we exceed expectations we build trust. And trust is the cornerstone for lasting partnerships where we both can shine.

THE ZGM CREATIVE PHILOSOPHY.

All of our ideas, our thinking, our executions and our efforts should be focused towards achieving and maintaining our Creative Philosophy:

**ARRIVE UNEXPECTEDLY,
LEAVE UNDERSTOOD.**



Simple enough to say, really hard to do.

**THIS PHILOSOPHY CAME WITH OUR FOUNDER, RICH THOMPSON,
FROM HIS DAYS AS PRESIDENT OF THE AGENCY WE WERE BORN
FROM, PARALLEL STRATEGIES.**

So it's not a new thought, but just as relevant today as it was years ago. "Arrive Unexpected" means to develop creative that cuts through the clutter. That gets noticed. That differentiates from the competition and stands out in its medium. This is even more important today in the extremely fragmented communication environment we operate in. "Leave Understood" is to be sure we're communicating clearly. That our message isn't obscured by our creative and that we're delivering on the objectives of the communication. Simple enough? Right, have it 'er.



This is a piece that arrives unexpectedly and leaves understood.

Every time we develop anything—an email, an ad, a brochure, a full site... anything—we should hold it up against our philosophy and ask ourselves, “Does this piece arrive unexpectedly and leave understood?” If we answer yes to both of these, we’re going to be doing the kind of work we can call our parents and brag about.

THAT’S THE GOAL.

[*Connect to something sweet. Order at the new cravecupcakes.ca*]

SETTLING INTO YOUR GROOVE.

Listen, one thing we know about teamwork is that sometimes it takes awhile to adjust to new team mates and new ways of working. No one is holding you under a microscope as you settle into your new gig.

SO RELAX, HAVE FUN, ASK LOTS OF QUESTIONS AND FEEL FREE TO

STUMBLE, FUMBLE AND MAKE AN ASS OF YOURSELF. We've all done it before you. And like they say about learning to snowboard, if you don't fall, you're not trying hard enough.

WELCOME TO THE **TEAM.**



COLLABORATIVE MARKETING