

HUMAN
TECHNOLOGY
SWING FOR
CURIOS
GO-FOR-
GENEROUS
ENHANCING
EXPERIENCE



welcome

First, welcome to the team! Seriously, it's awesome to have you here. But before we set you loose to help our clients achieve their objectives, we know you've likely arrived here today with questions, concerns and a few insecurities. So this piece is meant to help answer and alleviate some of those issues, as well as introduce our brand, our values and the expectations everyone here will have of you.

What's in a name?

Sure, a rose by any other name would smell as sweet.

But come to ZGM after our boot camp workout at lunch and it smells nothing like a rose. Still, our name is a great place to start – ZGM Modern Marketing Partners.

ZGM has been with us for a while. But the Modern Marketing Partners handle is a bit newer. As you'll read in our brand platform, we wanted a positioning line that explained our ability to leverage technology (Modern), the services we offer (Marketing) and our commitment to alignment with our clients and our collaborative working philosophy (Partners).

it's pronounced:

zed·gee·em

bra

mind

Brand framework

You've got a ZGM business card. You've told your family and friends about your new gig. And you're settled in amongst your teammates. You're officially part of our brand now. But what does our brand really stand for?

This framework spells it out:



numero
uno

Why are we here?



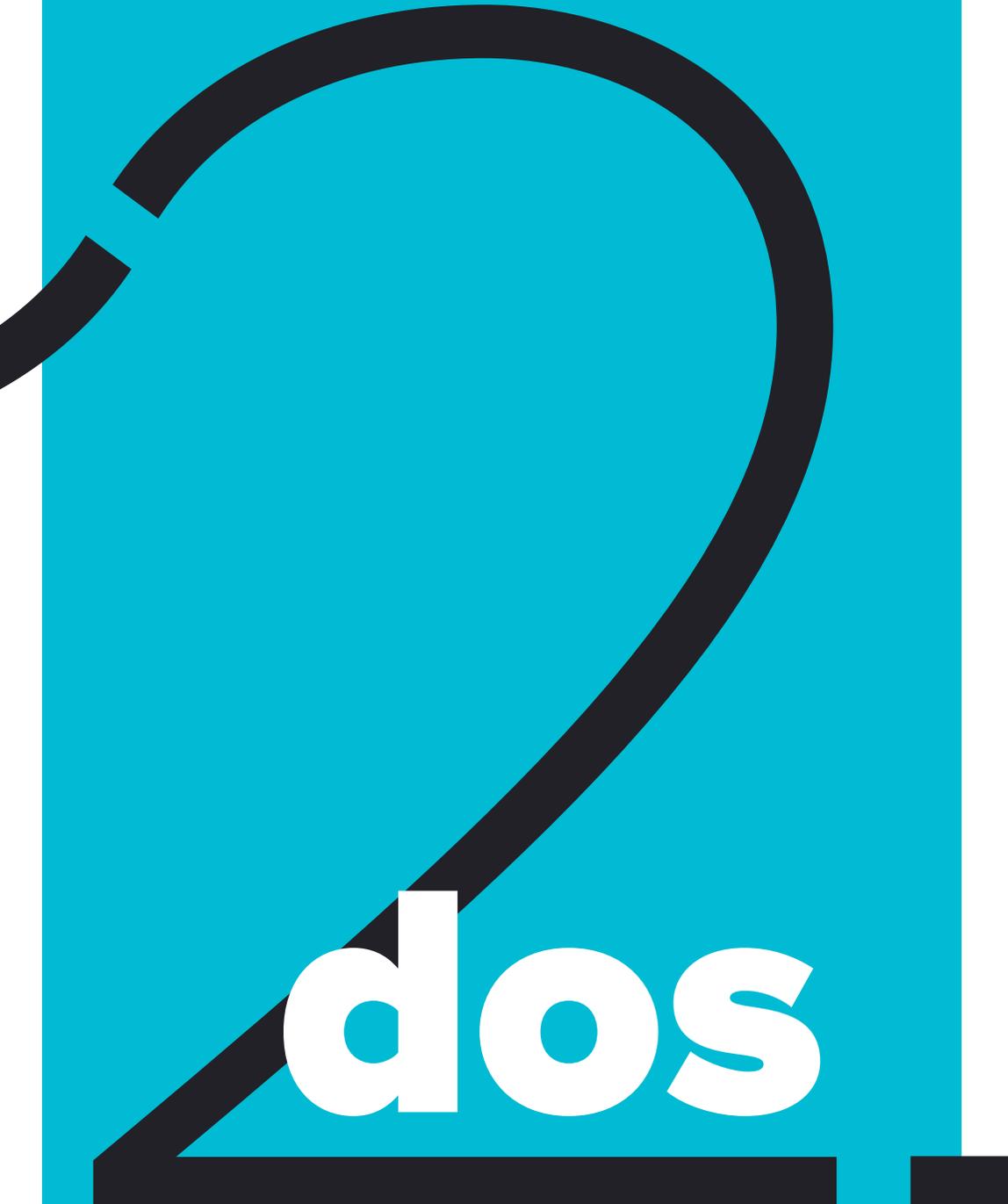


Yeah, like the inevitable question you ask yourself at 3 o'clock in the morning after a few too many cocktails. The big question. The “why do we exist” question. And for us, it all comes down to this:

ENHANCING HUMAN EXPERIENCES

As an organization, we believe we have the power to do this. On a day-to-day basis we physically interact with three to six people on average to get our work done. But our work extends into the lives of literally millions of people. And all those interactions can make a person's day a little better, or if done poorly, can frustrate and detract from their experience. *Why* wouldn't we strive to make a positive impact? Rhetorical question. Our purpose mandates that we do exactly that.

- By doing work we're personally proud of, no matter the scope of the task
- By respecting each other's talents and trusting everyone to bring their best to every assignment
- By treating our clients, suppliers and partners with the same respect with which we want to be treated
- By remaining focused on the user (or viewer, or audience) by creating relevant, engaging and thoughtful solutions



dos

How we'll get there

If we're going to enhance the human experience, we need to start by helping those who work with us make a difference in whatever way they can. And we need to do that in the context of a marketing and communications industry that is changing at an insane pace. So where do we see ZGM fitting into this rapidly evolving reality and how are we going to stay relevant so we can live our purpose? Wow, tough question, but we're glad you asked. We'll realize our purpose by:

Helping you make your mark on the world by finding the right balance of humanity and technology.

This is a lofty statement, but that's kinda the point. This brand promise is basically our mission, and it should be lofty. Because if we're going to enhance the human experience, it starts with helping good people make their mark on the world. And we do that by understanding the need to balance humanity and technology. Because as amazing as all the emerging technology is, and the potential of data to allow us to drive ROI for our clients, we believe that's only half the equation. The other half is people. Humanity. And if we keep focused on understanding the human condition and telling contextually relevant stories as we leverage technology, everyone wins.



8B+



TRES

What matters *most* to us

Our values.

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?





Humanity

We like people who are just good humans.
And treat others with a sense of humanity. We connect
with people who embrace the human experience –
people who sweat, laugh, cry and raise the odd glass
together. Because remaining honest and respectful
with each other, our clients and ourselves makes this
an awesome place to work.



Curiosity

Yes, it killed the cat. But it's vital in order to thrive at ZGM. Curiosity is the best weapon we have to stay relevant with technology evolving as quickly as it is. Curiosity is the best path to innovative ideas that will move the needle for our clients. And besides, it's just a more interesting way to live.



Generosity

Be generous with your time and knowledge.

Rally around those that need help, don't abandon them. Share everything openly because only then can we take advantage of all these smart brains being together.



Go-for-it-ness

Put yourself and your ideas out there. Take a chance.
Make something happen. And in the process, make yourself
vulnerable. Failure is an option, doing nothing isn't. Really.

Our greatest strength is your ideas and your passion –
unleash them and we'll all be better for it.



Swing for the fences

ZGM is an extraordinary agency and we didn't get that way by always doing what we're told. Because every time we swing for the fences – when we bring passion, pride and innovation to our craft – we exceed expectations, build trust, learn new things and ultimately become a greater company.

**With every
interaction
we're a part
of, either
in-person
or through
the work we
produce,**

**everyone
will walk
away feeling
a little
better about
themselves
and the world
around them.**

**let's get
into
the
weeds**

Okay, so that's the brand
you're now a part of.
We hope you connect
with it. Now, let's get into
expectations and what it's
going to be like working here.

WORKING AT ZGM:

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 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.



BEHAVIOURS

We exist to enhance the human experience.

To achieve this, we need alignment between our values and expected behaviours that support them in order to achieve the outcomes we desire. While our values have been defined and refined over the years, we've never articulated the behaviours we expect, nor the outcomes that will result.

Until now. Regardless of the team you're on, or office you're in, if we all follow these behaviours then ZGM will be a pretty remarkable, special place to make your mark.

humanity

1. Treat each other with the respect you want to be treated with

2. Practice empathy – put yourself in other people's shoes in both work and personal situations

3. Openness, transparency and front-stabbing – no hidden conversations, talking about people behind their back – be honest with others

4. Be honest with failure. If someone is doing something great – tell them

5. Embrace vulnerability – come with more than ego, get rid of the mask. Be your whole, true self, with no agenda

6. Leave politics to the politicians

7. Show gratitude



outcomes

- Growing people to fulfill their human and work potential
- Building trust and respect with teammates and clients
- A team that feels safe, happy and supported with an improved level of mental and physical health
- Working at a place where you want to go to work and attracting top talent that wants the same
- True collaboration across all departments

- 1. Continuous professional self-learning** – industry expertise, niche understanding, new software, skills, techniques, etc. Read industry blogs, annuals, social channels. Listen to podcasts – just stay connected and current with our industry
- 2. Ask better, and more, questions of our clients** to understand the true business problems we can help them solve
- 3. Explore topics outside of your day job** – i.e. blockchain, AI, politics – whatever it may be. Get out of the office, look around the world and feed your imagination and soul
- 4. Understand what our competitors are doing** and keep up to speed on great work, even deconstruct it to see how they did it
- 5. Look for new opportunities for ZGM** to evolve or develop products or services
- 6. Remain open to different points of view**



outcomes

- As an agency, we never become stagnant. Always evolving and always staying one/two steps ahead
- Getting to the bottom of issues with better insights that creates better work
- Create a more innovative, stimulating environment
- Organic growth – if we stay curious about our clients' business, we should identify new ways to help them. We may also develop products for ourselves along the way

curiosity

generosity

1. Sharing your talent, knowledge and experience with team members

2. Be supportive – if you see someone overwhelmed, over capacity, feeling down, stressed, or unhappy, give them your time and attention

3. Give team members honest, constructive feedback and celebrate great effort, work and wins

4. Offer to help people around you, even if it's not technically your area of responsibility

5. Volunteering and giving back to the industry/community by sitting on boards, talking to students, facilitating events or judging award shows



outcomes

- A more balanced work load for everyone
- A supportive, collaborative and compassionate team that feels like family
- Increased self-confidence and group esteem
- Know we've made a difference to our peers and the community, elevating our brand in the process

go-for-it-ness

1. Always do what you say you are going to do, when you say you are going to do it
2. Trying and getting it wrong is better than not trying
3. There's always room for a better idea
4. Try something that makes you really uncomfortable – a new hobby, boot camp, learn a language – whatever it is, put yourself out there
5. Don't wait to be asked to do something if you notice a need. Think about how you can be improving things proactively
6. During down time, how can you up your own game? Take initiative in learning and implementation
7. Be proactive for our clients – anticipate client and industry trends and remain one step ahead



outcomes

- Increased self-satisfaction by all team members on both a personal and professional level
- Stronger relationships and trust with our clients and team members
- Things fail faster and succeed faster
- Fostering of leadership qualities

1. Move past the first answer that comes to mind. It might be best, but until you explore, you don't know

2. Challenge the brief, ask more questions, go beyond the ask

3. Learn from and acknowledge the effort in a failure when we swing for the fences

4. Think BIG. Don't let budget get in the way of doing something extra special i.e. Red Bull Crashed Ice

5. Collaborate with others to make your ideas even better or discover approaches no one ever expected

6. Be confident in and champion the ideas you believe in

7. Putting in the extra 10% that it takes to go from good to great

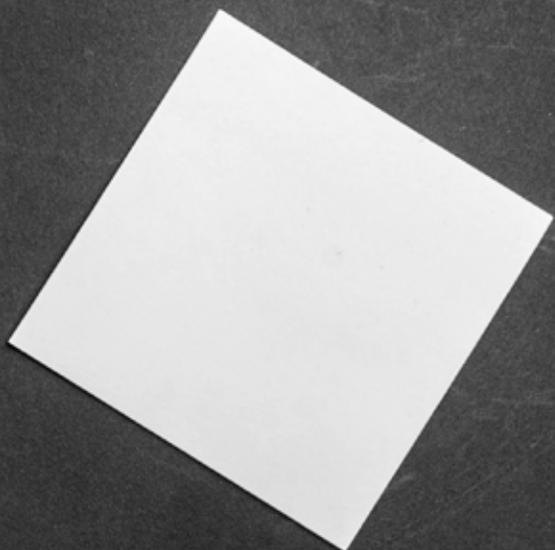
8. Try a routine task in a new and different way

Swing for the fences



outcomes

- Better work and increased word of mouth to attract top talent and new business
- A culture of trust, where people feel empowered and supported to try (and fail without fear)
- More inspired, fulfilled team that creates an energized environment



WORKING FOR ZGM CLIENTS:



ALIGNMENT

If you've ever gone skiing, then you know it works best when both skis are pointed in the same direction. Same goes for us and our clients. When we're both working towards the same objectives, it just works better on all fronts. What does this mean for you? One thing you'll notice is we have a love/hate relationship with time sheets. Why? We know we aren't in the business of selling time. We are in the business of solving problems for clients and adding value along the way – which aligns our objectives and our clients. So, yeah, wherever we can we don't price hours, we price the scope of work and the value it delivers. You still need to hold to schedules and deadlines, but timesheets are more about workload and team capacity.

Alignment also means you need to understand how whatever it is you're working on is helping achieve the client or project objectives. Understand how what you're doing answers the brief. Understand how the results are being measured. And if you don't know, stop. Seriously, stop and ask someone else on the project about the objectives, the strategy and how we're being measured. Because if our skis are pointed in different directions, nothing good is going to come from it.

“Seek innovation,
and when you find it,
don’t be shy about it.”

8/10 big yellow box. must be important.



INNOVATION

Innovation is your job. That’s right, you. Whatever your role is on the team, there’s always a way to do it better, a way to look for a new answer, a new approach, a new way of doing things. It could be as large as a breakthrough use of technology to solve a client’s challenge, or as simple as changing the colour of an internal document so it doesn’t get lost in the clutter (which actually happened and was an awesome innovation by one of your teammates). Seek innovation, and when you find it, don’t be shy about it. Share your ideas and thoughts freely – we’re all open to hear them.



MOVING THE NEEDLE

Creativity in marketing isn't about art for art's sake, but rather to create an experience that will ultimately help meet real business objectives. In fact, you're going to see a lot of focus on measurement, objectives and results for our clients. That's ultimately why our clients need our services, so we need to be accountable to that. Yes, 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, costs and deadlines. 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.

Settling into your

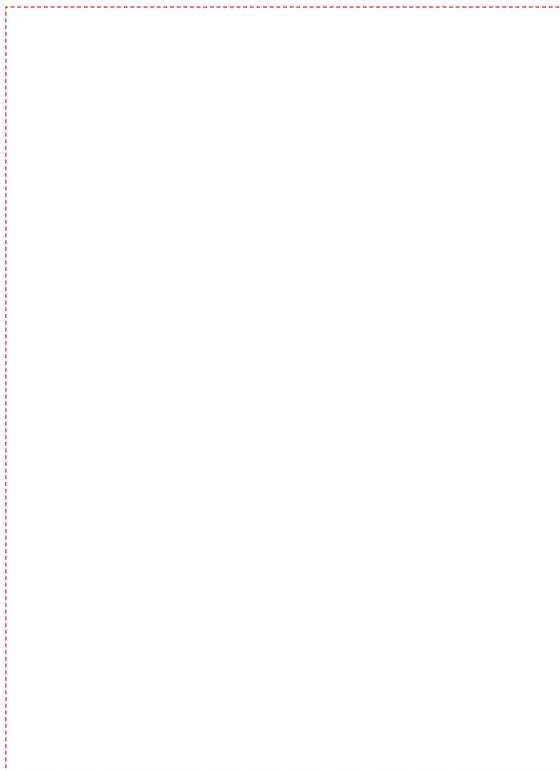
groovy

9/10 these colours vibrate together, groovy,
one left.

Listen, one thing we know about teamwork is that sometimes it takes a while to adjust to new teammates 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.

**make
your
mark**

**Make your mark.**

Whatever that mark may be. Perhaps it's a thumbprint, or your signature, or a self-portrait or even some words of wisdom. This mark is a symbol of your commitment to giving it 100% every single day.

