

Our Way. Rocks.

You have reached a point where we'd like you to know of a little secret.
Rome was not built in a day. **But then, neither was the company you work for.**

Welcome to The Never Grow Up, Yellow Seed & SPRD way of doing things.

You've joined a company full of heart and grit. We've never backed down from a challenge. Nor have we compromised on our ethics and values. It may sound impossible. It's not.

It's tough as hell. Sticking your neck out. Bringing your A game everyday.
But it's not impossible for sure.

Log on to www.ourway.rocks to dig deeper!



OUR VALUES

WE BELIEVE

In being **Awesome. Creative. Innovative. Fun.** In being **prompt and ready for change.**

In the process of what we do. In doing **Kick-ass work. We are here for a reason. Our role adds value.**

Our decisions have real time impact. In taking action. **For ideas if not well-executed will mean nothing.**

We believe in **helping first and selling later** for we are hungry but not desperate.

Instead of selling a service, we'd rather **focus on doing what is best for our client.** Even if it means telling them that we are not the right person for the job.

WE DON'T

Exploit, cheat or steal credit. In a perfect world that likes these things, we'd rather be the 'loose nut' that begs to differ.

We value integrity more than anything.

WE RESPECT

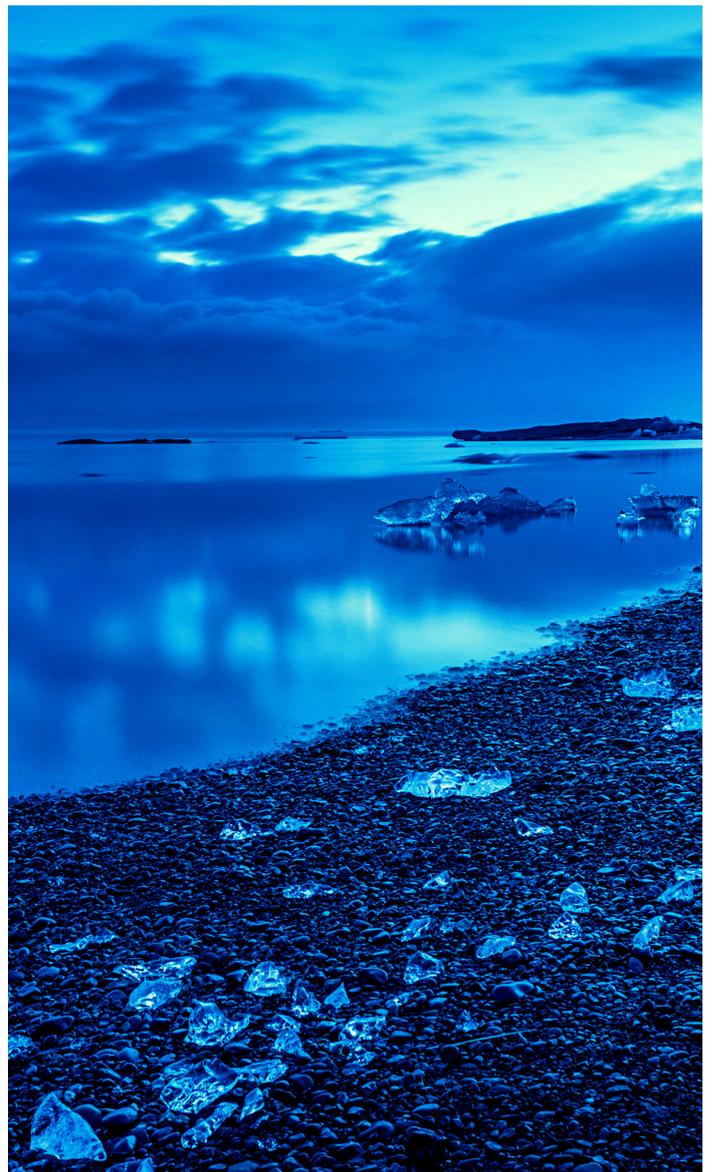
Clients. Commitments. **Confidentiality.** Our Colleagues. **Deadlines.** Ideas. Service Partners.

WE HAVE

the Autonomy to be Awesome.

We are empowered to take decisions that will work for the business. No matter how simple or crazy the idea. All we do ensure though is to use good judgement.

What's that? Simple. Team > Self.



OUR VALUES



WHAT MATTERS

Results > Hours Spent At Work.

We will never fuss about how long one should hang around in office as long as work is **completed within deadlines and client commitments are met.** We expect this of every manager irrespective of the level they are at.

WE ARE

Uncomfortably brutal when it comes to transparency. **The intent** is to support the right behavior and better decision making.

Picky about whom we pick.

We love people with heart more than grades. People who, at the heart of it are

Humble [Take Responsibility & Give Credit], **are Effective** [Make a dent. Get Shit done], **Adaptable** [Life Long Learners], **Remarkable** [Understand the business, are Creative & Resourceful] and are **Transparent** [With us and others]

We don't hire brilliant qualified jerks. Period. Instead, we bet on people.

That's the way we do it.

TAKING ACTION

Being Innovative.

Come up with new ideas. Not just today. Look at things from multiple perspectives and be inclusive of ideas. Look at other's ideas objectively before thrashing them. Find a mix between ideas that work and those that can be implemented well. For an idea without spotless execution means nothing. Be ready to learn new things.

We/You are here for a reason.

Ask yourself: What is your role in the company? Know exactly what nut or bolt are you a part of and how does that keep the engine running? If you think you are unclear, simply ask. Never hold back a thought. If there is one thing you must think about, it is this : Are you here to simply get the task done or to grow the business? The latter is the right answer

Respecting Commitments

We are an agency. Our revenue comes from clients. Never forget that. Clients work with us because we are able to deliver. If we don't, they will find someone else. If we make a commitment to a client, we live up to it no matter what it takes. That is what makes us dependable. Agreeing to a reasonable deadline is our call after all. You commit. You deliver.

Respecting Ideas

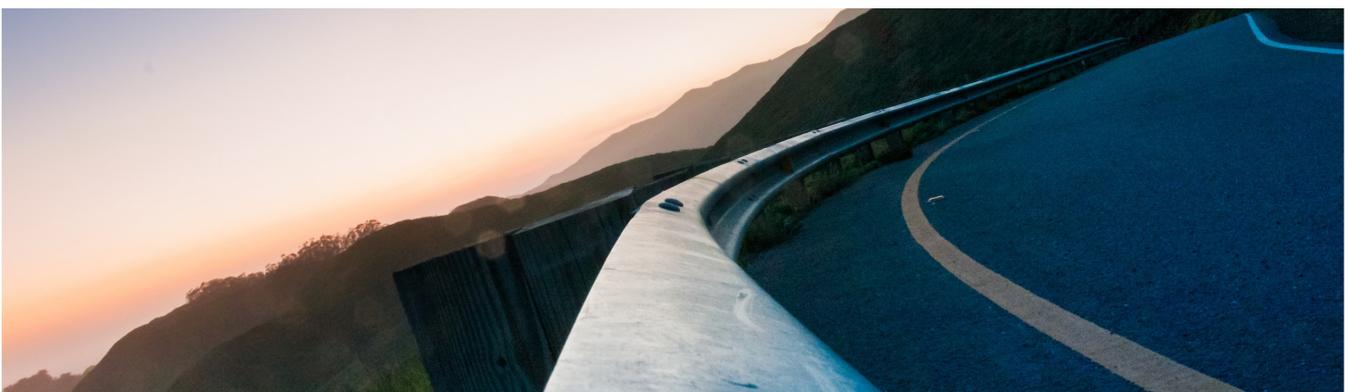
Not just the ones that come from our team but from our vendors, partners and clients. Always give credit to the right person by finding out who came up with the idea.

Using Good Judgement

We value and want a STAR Team as against a Team of Stars. If this somewhere does not make sense to you, know that something is amiss. Teams succeed only when everyone does well. So if you need to take a step forward, take it together.

Valuing Integrity

It's simple. If you don't understand what this word really means, you could reconsider your position here.



TAKING ACTION

Managing Confidentiality

Most of our clients work with us because we respect the fact that what happens with a client, stays with the client. We work with people at senior levels. It's not secretive. Just confidential. We are not the CIA but are bound by NDAs [Non Disclosure Agreements]

Being Remarkable

We like people who believe in going beyond the brief and planning two steps ahead in three areas viz. day to day conversation with clients, in dealing with teams/partners & also for the business. We'd rather have someone who can laugh in the face of adversity than look around and wonder what to do.



Action

MANIFESTO

Getting Shit Done!

Bring your 'A' game to work. Because clients expect the best. Pay attention to detail in your work and understand what you are doing. Get clarity on briefs and reach out to team members. Asking questions is welcome. No matter how simple they may seem. If you do not get the required support, escalate these matters immediately because this hampers the way we work.

Respecting Commitments & Being Consistent

Our work revolves around meeting the commitments we make. If you commit to something, deliver quality and the quantum of work should determine when you come to the office and manage things. Internal and external deadlines are equally important. This is part of how we evaluate performance on an ongoing basis. Be in the moment and focus on the task at hand.

Focus on Consistency [Deadlines, Internal Co-ordination and Quality Work]. Our businesses function if we focus. Not one week or one month. Everyday. Ensure your focus on work is consistent. Internal promises are as important as external ones and ensuring you deliver quality work consistently [defined as one with minimal rework] is an effective measure.

Being Responsive

Picking up client calls, responding and communicating with each other is at the heart of working in a company. Communicating effectively means sharing proper briefs, communicating in time and making sure that you are not giving half-baked information to team members around a brief. Avoid using terms like 'will get back ASAP or shortly' to a client. Instead, commit to a time by when you will get back and then, make sure you do. If you are not adding value to the client, think hard about how to and if you hit a roadblock, reach out to the team.

Ownership

Always remember that results and team work matter more than time spent on your computer or in office. Which is why will not be tracking attendance. Like Ever! This also means that you are responsible for your actions and accountable for the success of the team.

**DO BETTER.
BE YOU.
FOCUS ON
GOALS. EXECUTE.**



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www.WillNeverGrowUp.com | www.ItsYellowSeed.com | www.SPRD.co.in