

Unignorable

# CULTURE DECK

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# WHAT THIS DECK COVERS

- ✓ Vision and Mission
- ✓ Our Core Values
- ✓ Accurate “A Player” Performance
- ✓ Constant Limited Systems
- ✓ Trust and Context Decision Making
- ✓ Hiring and Promotions



THE BEST WAY FOR UNIGNORABLE TO THRIVE IS  
**A STRONG & CLEAR CULTURE**



# OUR VISION

Revolutionize the modern world by helping disruptive brands grow at full-speed.



# OUR MISSION

Help disruptive brands become market leaders using paid media.

## SO THAT DISRUPTIVE BRANDS CAN

- ✓ Confidently build their dreams
- ✓ Grow to provide more jobs and hire more people
- ✓ Share their values/messages with the world without fear
- ✓ Stop struggling and start growing



**THE BEST WAY TO DO THIS IS BY**

Staying true to Unignorable Culture at all times

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# NO B.S. VALUES

Many companies talk about their values and post it all over their sites... and then do not follow them at all.

For example, in the gaming industry many large companies state their values are creativity, pioneering and passion for gamers.



# It's Not Just About Saying It. It's DOING IT.

Yet, these companies put profit before all else and constantly release un-creative money grabs that anger customers.

We can't have this hypocrisy at Unignorable.





# The Real Company Values Are Shown

By how the company and its employees make decisions.

It is shown by their choices with their offers.

It is shown by who is rewarded and promoted.



# **Our Real Company Values Are What We Reward, Promote And Look For In Our Team**

We want teammates who embody these values.



## The Problem We Solve

It is tough for disruptive brands to position themselves as market leaders.

## Our Mission

Help disruptive brands become market leaders using paid media.

### THE UNIGNORABLE CORE VALUES

#### 1. Teamwork

We are only as good as the synergy created by our team members working together.

#### 2. Leadership

We strive to be exceptional and bold while doing any task. We're not satisfied with being #2.

#### 3. Brutal Truth

We must always operate on data driven truth in order to achieve optimal outcomes.

#### 4. Proactive Problem Solving

The harder problems we can solve, the more we'll grow and the more rewards we'll get.

#### 5. Ever-Changing Optimization

We always need to look for ways to make anything we do better.



# TEAMWORK

At Unignorable, our entire team is remote. This means that our team members are trusted to work without supervision and with minimal communication. This leaves us very open to abuse of remote working and/or minimal work requirement which pushes problems to others. This CANNOT happen as it ruins the experience for others.

We must trust that each team member can count on another team member no matter what.

We are a team and we fail or succeed together.



# TEAMWORK

Examples:

- ✓ Spotting and alerting team members of non-obvious problems.
- ✓ Grabbing someone's work or fixing a problem without being asked because it helps them.
- ✓ Making sure your work has no errors before being passed to your team.
- ✓ Working together to make the customer satisfied.
- ✓ Not blaming systems for surface-level problems.



# LEADERSHIP

Unsolicited word of mouth is the #1 indicator that our customers are satisfied with our service. When people have an EXCEPTIONAL experience they tell others about it.

Brands like Zappos, Slack, and Uber grew almost entirely from word of mouth because their customers couldn't stop sharing their experience.

We're striving to be #1 at anything we do - from outstanding advertising results to authentic and timely communication with the client.

When in doubt, always ask yourself: "How can I make it even better?"



# BRUTAL TRUTH

At Unignorable, we must always have the best feedback, idea, and data driven TRUTH.

We want teammates who will speak up when they see a problem and let us know when we are failing to meet the values we have set forth.

We want to always express the truth to each other, even if it is ugly. If we behave like conformists and keep silent instead of speaking up, our actions will not lead to the OPTIMAL outcomes.



# PROACTIVE PROBLEM SOLVING

One of our most valued traits in a teammate is doing things without being told, and proactively spotting problems before they happen and preventing them.

Extreme proactiveness also means we value team members who are willing to step outside of their job role and alert the rest when they see a problem that hurts our goals.

Like a professional athlete, every team member must be thinking of ways for the whole team to succeed and not just their success.





# EVER-CHANGING OPTIMIZATION

Legendary football coach Bo Schembechler often used to say that every day we either get better or worse, but we don't stay the same.

Change is the only constant and if we don't continuously improve at everything we do, we are deteriorating.

Even if our customers' results are great, we always want to test new things and look for ways to make them even better. This also applies to our systems where we want to reduce the number of steps and optimize them whenever possible.

However, this doesn't mean that we should optimize and test just for the sake of it. Everything needs to have clear goals and measurable performance.



# OUR VALUES EXIST TO GIVE US A NORTH STAR

If something does not match these values it **MUST** be questioned.



# WHEN IN DOUBT CONSULT OUR VALUES

If your choices align with them then  
you will always make the right choices.



THE FOUNDATION OF OUR SUCCESS

**ACCURATE “A PLAYER”  
PERFORMANCE**

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# ACCURATE “A PLAYER” PERFORMANCE

At Unignorable, we thrive by being flexible and lean team that can hire talent from anywhere in the world.

Because of this, it is beyond important that we not only hire A players but also ACCURATE A players.



# “A PLAYER” ONLY

Because of the freedom we give to our staff, we can only work with A players.

B and C players are people that take advantage of freedom, push off work to others, and do as much work as they are “required” to do or as little as possible.

There is NO single bigger way to ruin a team of A players than forcing them to pick up the slack of B & C players.

Every person must hold themselves to A level performance because we do not have time to monitor or motivate B & C players.



# “A PLAYER” DEFINED

An A player is not only a person who delivers high quality work, but does it quickly and without supervision. An A player actively wants to improve the company and their teammates.

An A player is a person who wants more responsibility and to help improve, fix, and be a part of solutions at the company, not just meet their quotas.

An A player operates with an extreme level of precision and never turns in anything less than 100% work done.

We aim to do work once and only once as much as possible.



THE BEST WAY FOR UNIGNORABLE TO GROW SMOOTHLY

# CONSTANT LIMITED SYSTEMIZATION

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# CONSTANT LIMITED SYSTEMS

At Unignorable, we want to systemize everything with SOPs (Standard Operating Procedures) and checklists. This is the best way to avoid errors and make it easy for our staff to work quickly and introduce new members as fast as possible.

We will constantly be replicating services and processes for our customers and if these are not systemized, we will be constantly making the same errors, re-doing work, and hurting our customers.

This will also make it extremely hard for new employees to join our team if they do not have systems and checklists to work on.



# LIMIT SYSTEMS AND COMPLEXITY

Systems and checklists are our key to rapid growth without error. However, NOTHING is less productive than making systems just for the sake of systems. On top of this, long complicated systems are hard to follow.

Our goal at Unignorable is to minimize steps and simplify procedures. If one system can do the job of 5, we want to move to this better system.

We must keep improving our systems, but also focus on having as few as needed with as simple steps as needed.

This does not mean creating shortened over simplified systems. It means lowering them to their simplest form while keeping the intended results.



# FREE TO IMPROVE SYSTEMS

At Unignorable our systems are only as good as the people paying attention to them.

We want every team member always looking for ways to remove unnecessary systems OR fix problems proactively.



# TRUST AND CONTEXT DECISION MAKING

Most companies work with every single decision needing to be approved by someone up the chain. This will kill us.

While some decision must be approved, such as approving a large payment to a contractor or legal decision, we want our team to be able to make decisions based on the context we provided.

Context: Does this action align with our mission and values? If yes, make the call. If not, prevent it. You are trusted to make the call. All we ask is that calls are communicated.



# THE LEADERS SERVE THE TEAM

Most companies are made to serve the senior members and their actions rarely are focused on helping their teammates in supporting roles. This is NOT how we work.

The CEO works for the employees and it's his job to make A players' jobs easier.



# HIRING AND PROMOTIONS

At Unignorable, we aim to promote within first BASED on needs, skills and most importantly, the alignment with our values.

We would much rather have a person who matches our values and needs to be trained than a super talented genius who plays only for himself.

We aim to hire people who fit our values first and skills second. We aim to promote people who are excited about our mission, vision and personify our values.



**These Slides Are To Serve As Your North Star, Your  
Default And Your “When In Doubt” Guide.**

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