

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.**



**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:





- 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.



**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 suck 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.**



**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