



NEW BREED +

Culture and Core Values

Prepared for New Breeders





Why do companies invest in culture?



A great culture helps
awesome people
deliver their best work.



Crappy culture isn't
the **quickest** way to
kill a company....



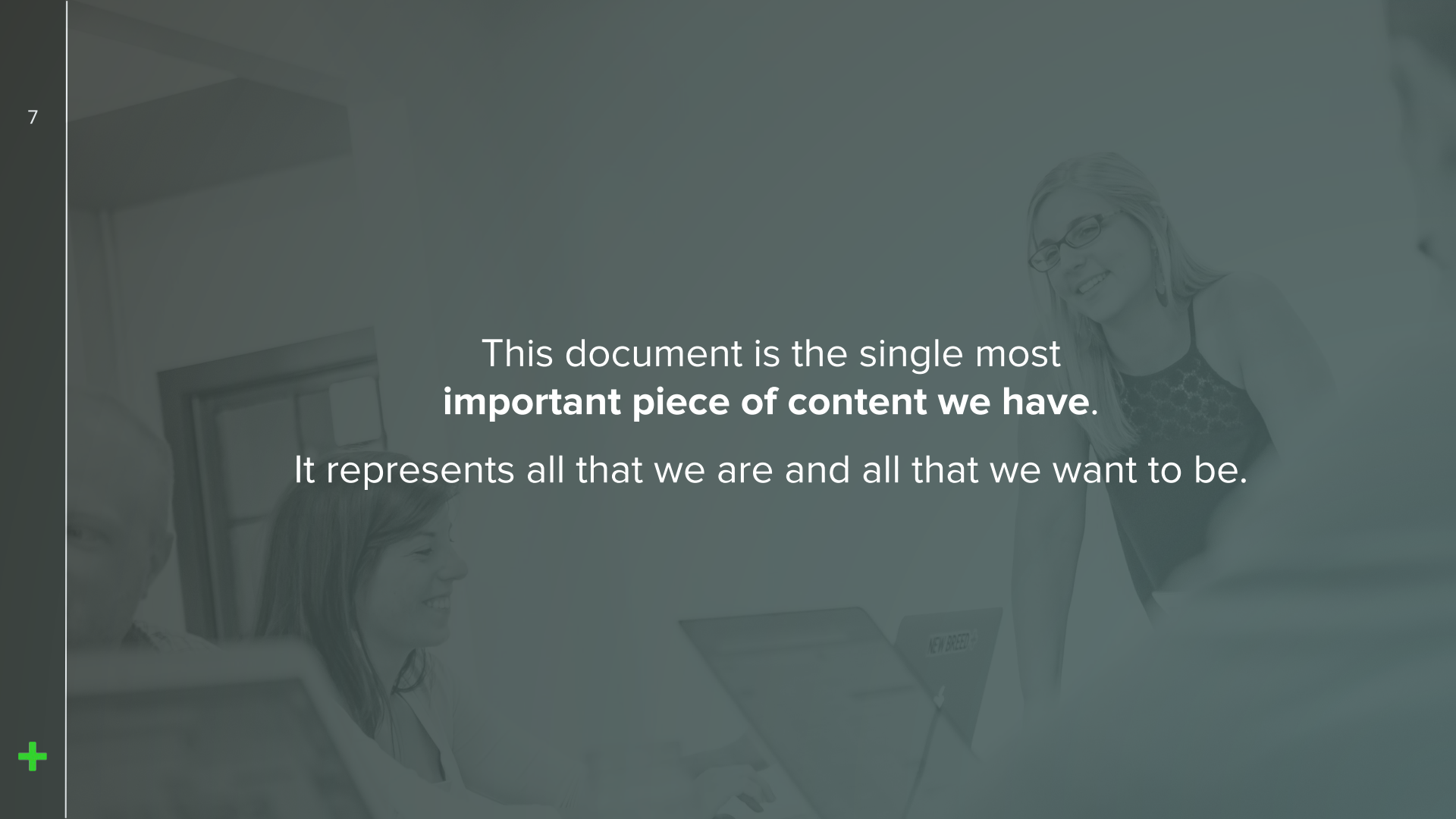
...But it's one of the
most **reliable**.



New Breed aspires to be a **different kind of company**.

We rely on one another's good judgement to uphold a **high standard of integrity** for our company and ourselves.





This document is the single most **important piece of content we have.**

It represents all that we are and all that we want to be.



Our Culture Code



The 7 Essentials of Our Culture

- 1 Be insanely driven to unify marketing and sales
- 2 Innovate, educate and empower others
- 3 Question things and drive positive change
- 4 Embrace transparency, honesty and selflessness
- 5 Get sh*t done
- 6 Turn metrics into action
- 7 Be awesome



**Be insanely driven to unify
marketing and sales**



Passion for Our Work

CLIENT > TEAM > SELF

Inspire others with your **thirst for excellence**,
be tenacious and celebrate wins.
Care intensely about New Breed's success.



Love for Our Clients

We think of their best interests first and foremost.
Seek what is **best for the client** — and therefore New Breed — rather than best for yourself or your group.



Love for Our Clients

“You better really love your customers. If not, pick a different idea or industry. Life is short. Startup success is both about solving a problem you care about and solving them for people you care about (or at least don't hate). **If you find yourself making fun of or disparaging your customers when they're not around, something's wrong.**

It's not impossible to build a business this way (there are entire industries where it seems that every company hates their customers). It's not impossible, but it's harder — and less fun. On the flip side, **there's something immensely gratifying about genuinely helping people and caring.** If you love your customers, several good things happen. One, they'll know it, and will stay longer (yay, lifetime value!). They'll refer other customers. You'll be able to recruit and retain better people onto the team.

So, overall, your odds of success go up.”



DHARMESH SHAH | CO-FOUNDER of HUBSPOT



**Innovate, educate and
empower others**



Innovation is Our Industry

Think critically. **Challenge assumptions.**

Keep us nimble by minimizing complexity and finding time to simplify.

Always push your limits and your knowledge base.



Growth from Self-Education

Some companies view self-education as a drain on the bank account and a waste of time. **We don't.**

Continued learning allows us to bring innovative and relevant solutions to our customers and **helps our company grow.**



Share Openly and Proactively

A rising tide lifts all boats. Be invested in **everyone's success**. Your job is to raise the mean of the team.



**Question everything
and drive positive change**



Curiosity is our Competitive Advantage

Question everything. Curiosity helps us flourish.

Just because something is the way it has always been doesn't mean it's the best way. **Experiment. Learn. Experiment again.**



Trust in Yourself and Your Ideas

Our minds are open. Great ideas can come from anywhere. It doesn't matter what your title is or how long you've been with us — your idea is important.

It will be heard.



Have Courage in Your Convictions

Doubt kills more ideas than failure ever will.

Say what you think — even if it's controversial. Make tough decisions and take smart risks. **Question actions** that are inconsistent with our values.



**Embrace transparency,
honesty and selflessness**



Transparency to our Colleagues

We hate office politics.

Only say things about a fellow employee you would **say to their face**. Be non-political when you disagree with others.



Honesty to Our Clients

You have to earn your client's business every day. All of our communications and other interactions with our clients should **increase their trust** in us.



Transparency and honesty allow all of us to make tough decisions — and then move on without spending a long time agonizing over things.



Get Sh*t Done



With traditional marketing agencies,
clients pay for fluff.

New Breed is different.



Accomplish Amazing Amounts of Work

We provide **value at every layer** of our process.
From our Growth Advisors to Web Designers and
every role in between.



Be Proactive, Not Reactive

We have the autonomy and freedom to **seek our own answers**. Avoiding the hard conversation now is going to make for a harder conversation later.



Turn Metrics Into Action



Focus on the Right Results

Our customers want to grow their business. That doesn't always mean getting the most traffic. **We let data tell the story.** Because in the end, numbers don't lie.



Exercise Self-Discipline

The ability to make yourself do things that should be done and not being afraid to change course for the sake of improvement.





Be Awesome



Be Positive

Working with curmudgeons is a drag for everybody. We don't just want people who are happy; we want them to **radiate joy**.

We don't work with brilliant jerks — we prefer lovable, talented goofballs.



Be Humble

We value people who are **self-aware and respectful**.
When things go well, they share the credit. When
things go poorly, they shoulder the responsibility.



Be Resilient

In this business, things will not always be easy, or pleasant, or carefree.

When the storm hits, we value the people who don't throw up their hands in defeat, but instead **grab an oar and row the boat.**



Be Responsible

The key is trusting our employees to always be responsible. When confronted with a question of the best course of action, remember to **use good judgement.**



Enjoy the Journey

You are what makes New Breed tick. We want **you at your best.**

We want you to be happy and healthy — physically and mentally. Take time off if you need it. Be open with any concerns to your supervisor.

Make New Breed your own.



Life is short.

It should be fun and fulfilling.

**Work is a big part of life — it should also be
fun and fulfilling.**

