

stratton®

| Everything starts from a dot ●



OUR **MANUAL**

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OUR **MANUAL**

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This document is distributed to all Stratton® employees and reflects the company's philosophy and culture. It is the responsibility of each Stratton® employee to thoroughly read this document and apply it to their daily work

ABOUT THE **MANUAL**

We have prepared this manual to give you every possible leverage to achieve success and fulfillment as part of the Stratton® team

This guide is not about the technical specialization of the company and not about your main responsibilities

This manual is a reflection of the company, its integrity and its higher purpose

We reflect who we are.
We reflect our philosophy, our principles and the values we bring to the team every day

OUR **PRINCIPLES**

CARING FOR EACH OTHER

COOPERATION AND SYNERGY

CREATING AMAZING PRODUCTS

FOCUS ON RESULTS

COURAGE IN EXPRESSING YOUR OPINION



CHAPTER ONE

GREAT PEOPLE

We behave as individuals,
we speak as individuals,
and we think as individuals

YOU ARE WITH US NOW

If you work with us, it means that you are «our» person, **we as a team will unleash your potential and your skills to 100%!** You will become a great specialist in a great team that creates a great company.

HOW WE COOPERATE

We don't care about your experience and previous achievements, we care about where you plan and want to go. **How globally minded you are and how much you strive for new knowledge and achievements.**

COMPLETE AUTONOMY

You're given an incredible amount of freedom and autonomy within the Stratton® team. This applies to everyone, regardless of rank or status. **You are the only one who decides how to approach a task.**

No one is going to force you to do things their way.

We know it sounds amazing, but here's the catch: **freedom comes with a lot of responsibilities!** Life is easy when someone tells you what to do, but that's not our way. At Stratton®, you're the only one in control of your destiny, you control your work. We believe that this is better than any alternative or compromise!

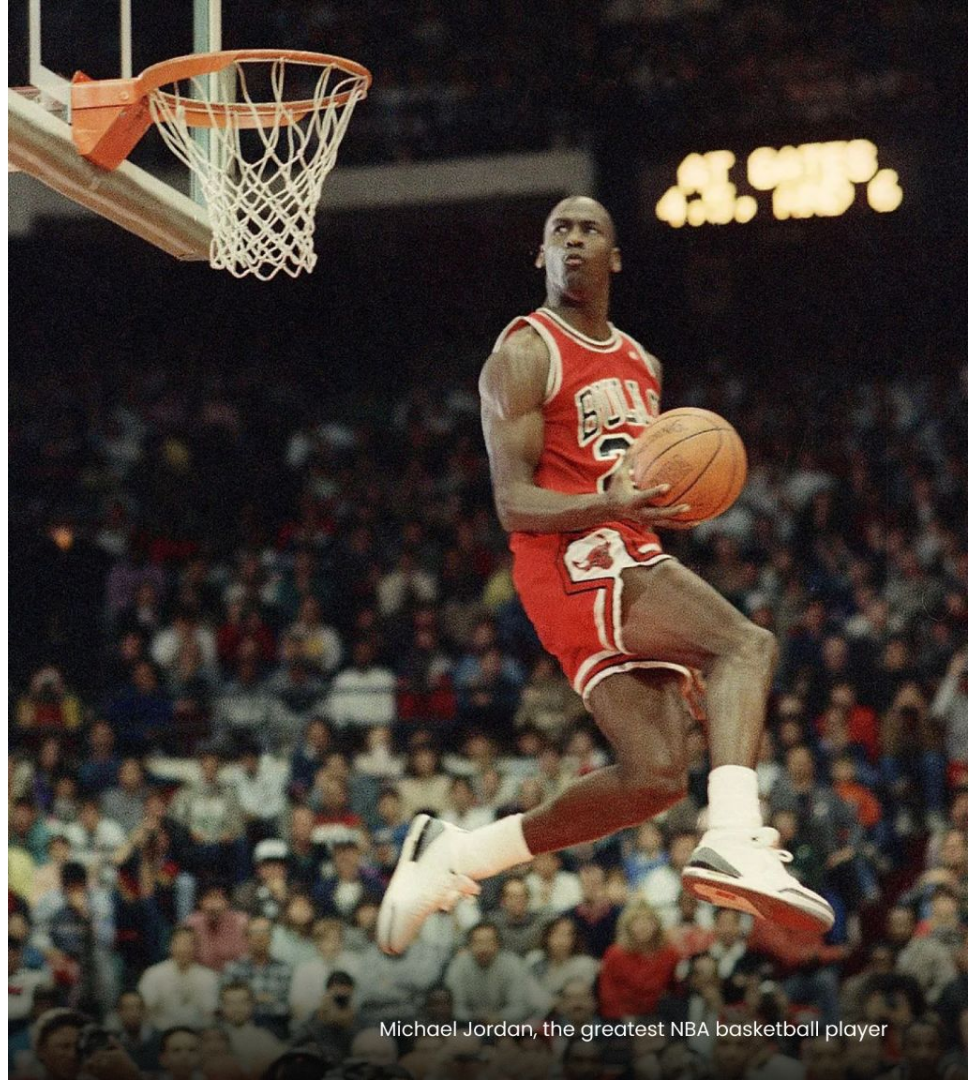


GREAT PEOPLE

WORKING **TOGETHER**

At Stratton®, the line management structure is the foundation of a mutually beneficial work environment. Being a leader from day one may seem unnatural, but we expect you to demonstrate this quality from day one.

It's like basketball: you step on the court, you get the ball, and you're in charge of what you do with it.



Michael Jordan, the greatest NBA basketball player



GREAT PEOPLE



EMINEM, one of the greatest rap artists of our time

WE SPEAK «IN PLAIN LANGUAGE»

99% of the problems we face at work are caused by the way we talk to each other. In an industry that requires a ton of communication between clients, agencies, and colleagues, it's important to monitor the quality of your language. Avoid using abbreviations, terminology and «buzzwords» as this leads to confusion and wastes valuable time.

TO AVOID MISUNDERSTANDINGS, **FOLLOW THESE THREE SIMPLE RULES**

1. Imagine you're talking to your mom

Your mom doesn't know what is «ROI» or «Brand Positioning» means. And it's not because she's not smart. She just doesn't know the professional jargon.

2. Don't be afraid to ask

Sometimes you need to ask a question about a task to avoid doing it twice and wasting time. This is normal!

3. Be on the same page

Words don't matter when everyone speaks the same language!

Talk in this context:

- «Why are we doing this?»
- «Is there a better alternative?»
- « ... worked really well last time. Can we do it even better in this project?»
- «Let's talk about it»

Things you shouldn't say:

- «It just happened»
No, it didn't. It's something you made.
- «It's not my job»
If you ever hear someone say this, say goodbye to that person - they are not a team player!
- «Who cares?»

YOU ARE **MORE,** **THAN A JOB TITLE**

Most companies (intentionally or not) want a rigid system and control. They want you to be predictable. They want you to be replaceable. They don't want you to challenge the status quo. But here's the paradox: people don't work that way. **People are unpredictable!**

You can't replace one person with another in the same way as you can replace tires on a car. **Companies that try to control human nature quickly disappear.**

ALL **CRITICAL**

Creativity is a quality, not a position.

So never say:
«I'm not a creative person»

We will find the creativity inside you and bring it to the surface.
We don't invest our energy in questions like «Whose brand will make us famous?»
Instead, we ask the questions «Is this project right for us?» and «How can we do something unique and innovative for this business?»



GREAT PEOPLE



Beyoncé, the pop diva of our time

NO ONE IS GOING TO HOLD YOUR HAND

Stratton® is a fast-paced place and you'll need to do a lot of self-study to keep up with the team's growth.

Don't be afraid to ask for help, but don't expect someone else to do your job. **We give you a fishing rod, you catch the fish yourself.**

If you see that something can be improved or fix, **take the initiative.**

Don't wait for someone to improve it for you.

Every amazing thing you see in the company is someone's initiative that has been implemented.

HUMAN TRUTHS

Truth №1:

People are imperfect. Don't be afraid to fail. «I missed more than nine thousand shots in my career. I lost three hundred matches. Twenty-six times I was entrusted with the decisive shot, and I missed. I failed again and again. That's why I succeeded.»

Michael Jordan

№2 People have voices:

Yours is as valuable as any other.
Use it. Singing out loud is encouraged :)

№3 Every person is unique:

Do you like French rap? Do you prefer creative chaos on your desk? That's fine. This is what expresses your uniqueness.

OUR COMPETENCIES

- PERFORMANCE MARKETING
- PAID SEARCH
- SEARCH ENGINE OPTIMIZATION
- MARKETING STRATEGY
- WEB ANALYTICS
- CREATIVES AND DESIGN

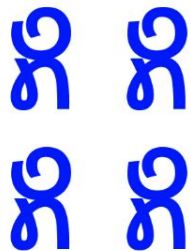
Our expertise is not in slots that we can fit into a standard set of rules. All we know is that if you put all the pieces together, magic happens.

If you want to know more about what someone is doing, just ask. We're a team of experts, and while each of us is strong in our own field, these differences don't divide us. On the contrary, our different skills make us much stronger.

A PERSON IS «**NOT A RESOURCE**»

Human resources department.
What a terrible phrase.
We don't have an HR department.

The team selects its own staff.
This ensures that we hire «our» people.



CHAPTER TWO

GREAT TEAMS

We insist on working together.
There are no rock stars. No departments.
The whole team works together.



GREAT TEAMS

NO HIERARCHY

Traditional hierarchy is a bottleneck in the modern world. We work to have mentors and employees, not commanders. There are just certain rules and they need to be followed.



NFL team — Philadelphia Eagles



COURAGE IS IMPORTANT

When you walk through our doors, you find yourself in an environment where **work and fun are often intertwined.**

We are adults, but that doesn't mean we can't have fun. There's no reason to pretend you're too busy.

You don't have to hide the videos you watch if someone walks by your desk. No one controls the sites you visit during work hours

We're not going to tell you that you've been out too long for lunch.

Just do your job to the best of your ability!

WE DO IT FOR PEOPLE, NOT FOR THE «CONSUMER»

We make products for people.

We always ask ourselves (and our customers), «Would I want to use this?»

ACTIONS SPEAK LOUDER THAN WORDS

This is what we tell our clients all the time, and it's important that we live up to those words as well.

Don't talk about it, do it!



PROTECT AND IMPROVE

Most of the work we do is technical in nature. But there's another skill we all need to have: mental toughness. It's a must!

Some people like to pretend that technical work is all that matters. You are not Rambo, there is no one-man team here. We know that sometimes it can be difficult to work with others. The solution is simple: get to know everyone you work with. People are not just a marketer or a strategist. Understand who they are and it will be much easier for you.

You are part of a team, and the «health» and harmony of your team is part of your work.

WE ARE A SMALL COMPANY

small, which allows us to all sit in the same room and know each other intimately. It also means that we are much more flexible than bigger companies.

You're surrounded by smart people in every discipline.

Communicate with them. Learn from them!



GREAT TEAMS



Brazilian national football team, winning the 2002 World Cup

WELCOME TO OUR SPACE

We designed our space for us, not to impress our guests. We don't have huge aquariums with jellyfish in the lobby. We don't have Swiss people, and we like it that way.

Everyone is allowed to work wherever and however they want. Feel at home!

If someone comes in, they come to see how we work. That means it can be a bit chaotic, but it's the real us.



WE ARE STUDENTS, **WE ARE TEACHERS**

We all strive for the same goal. The task of the student to become a teacher and the teacher to become a student is one of the greatest aspects of what we do.

We share and learn from each other every day.

And while we don't insist that you teach anyone, we encourage you to be a mentor as much as possible. Maybe you will learn something new too.

Remember, everyone has the power to inspire by example.

BE RESPONSIBLE, **BUT DON'T BE TOO CAREFUL**

We've found that the best creative breakthroughs happen when people can have a good, passionate argument about an idea, not when they spend weeks tiptoeing around each other.

**Don't be afraid to express your opinion!
Just be honest and respectful of other people's opinions.**



AVOID UNNECESSARY MEETINGD

Meetings are the bane of modern companies. A two-hour meeting with six people is a waste of two precious hours for each participant.

If you do need to hold a meeting, clearly define the purpose and communicate it to all participants in advance. Don't waste time pretending to work!

You are paid to do something, not to talk about doing something.

WE LOVE MUSIC

The only thing we love as much as marketing is music.

FEW RULES

- Taste and colour...
- Respect your colleagues' musical tastes
- Sometimes you need to turn the music down because we have a guest who is uncomfortable with shouting down Wu Tang Clan
- **The most important thing is to participate**



NHL team — Florida Panthers. Champions of the Stanley Cup 2024

INSCRIPTION «ON THE BOARD»

Open Space involves constant contact and conversation. Write the main points on the whiteboards so that everyone can participate in the discussion.

Sketch out ideas as they arise and share them with the team.

We prefer to work this way — openly and transparently!



ABOUT **THE INTERNS**

An internship at Stratton® is probably the best position you can get. Interns are allowed to make the same mistake multiple times. We give them real work and real responsibility — and we never send them out for coffee. They are in a team to help with projects and solve problems.

Remember, we all started as interns once!

WEEKENDS

Our space belongs to all of us.
If you feel like it, you're welcome
to spend the weekend.
Just be responsible.
Close the door.
Turn off the lights.

Take care of the environment!



CHAPTER THREE

GREAT COMPANY

Nothing lasts forever.
From our habits to our rituals to our
environment. Change is a natural
part of human life and we accept it.



GREAT COMPANY



Apple Inc. store in New York

ATTITUDE TO WORK

Each project we work on is 100% unique:

from the team working on it to the processes. We are not talking about workflows with filling out forms, etc.

It's like baking bread. You can tell when a loaf of bread was made with love and when it was made with a lot of love. It doesn't speak of the baker's skill. It speaks about the attitude.



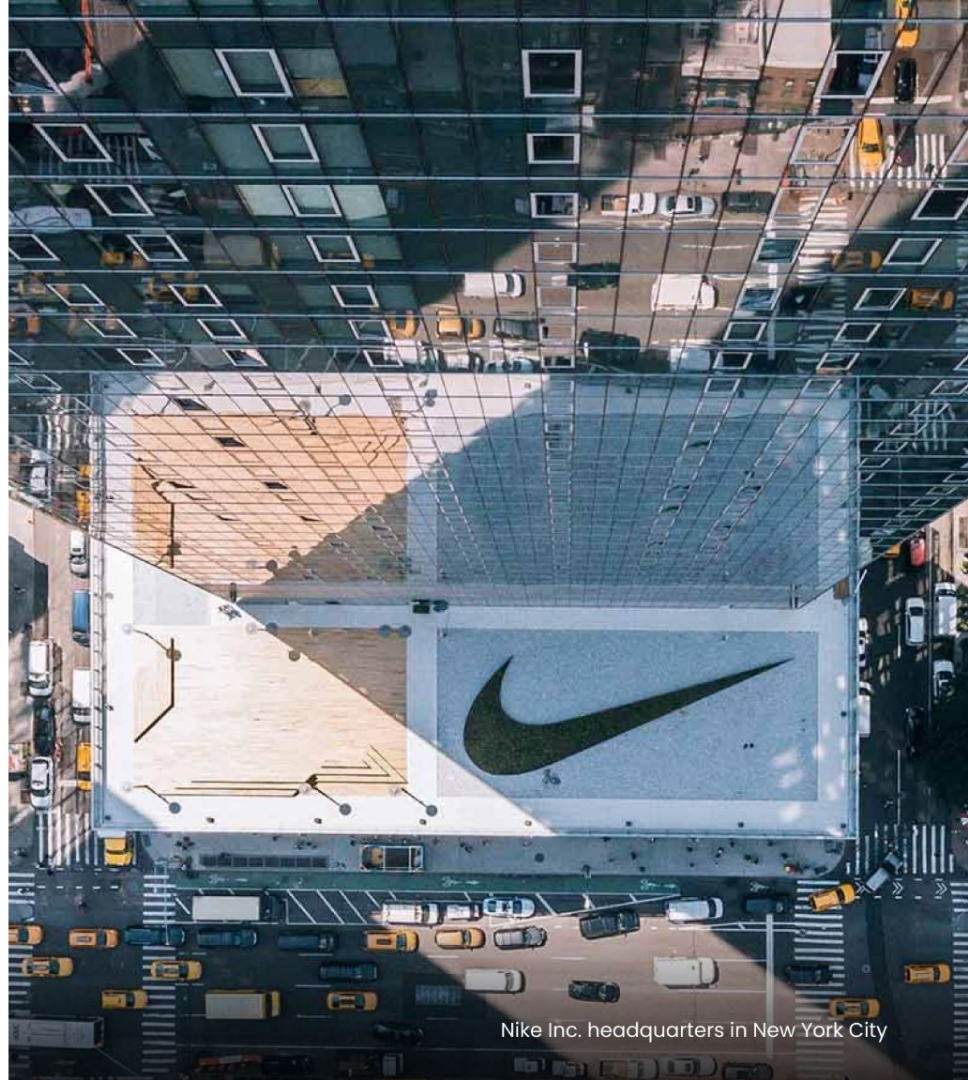
GREAT COMPANY

YOUR HOBBIES

It's not good to sit in the same place for seven hours at a time. It's terrible for productivity. You don't have to be chained to your desk

Drink a cup of coffee. Take a walk outside. Think about it. Call your parents. Make a sandwich. Go skateboarding. Draw on the whiteboard. Do yoga.

Bring your hobbies into your work processes!



Nike Inc. headquarters in New York City

HACKDAY

Everything that is forbidden, you want to break. That's why we created Hackday, one of our favorite traditions at Stratton® **we stop working on projects for a day and spend the rest of the day creating something that makes the world a better place.**

The next morning, everyone presents what they've done. It's a moment you'll never forget!

SHOW AND TEACH

We attend trainings by proven experts in their field, many of whom become our friends.

It is very important to receive quality information.

SEIZE THE MOMENT

Humor is our everything.

Despite the fact that we have a certain specificity, it's okay, you'll get the hang of it and catch the moment with us.

It's so much more fun!

DO NOT LIKE — **CHANGES!**

If you don't like something, change it!

Break the wall of bad habits and maybe you'll be the tipping point that makes Stratton® (and maybe the world) a little better.

SOCIALIZE

At Stratton®, we are friends and colleagues. We believe that people are much easier to work with when you get to know them on a personal level. Every tradition at Stratton® was started by someone like you.

Create and bring your own tradition.



GREAT COMPANY



Google Inc. headquarters, Mountain View, California

EXPERIMENT ALL THE TIME

Stratton® is in a state of constant change.

We are humans, who resist change more than anything. It's just a biological residue from our historical past, accept it. But constant change is a sign of a healthy company.

**With new blood comes new thinking
— and that's why we keep experimenting
without end!**



CHAPTER FOUR

FAQ

Do you have any questions?
We have the answers.

WHY DON'T WE HAVE MANAGERS?

You are your own bosses.
If you can't control yourself,
you're not doing your job.

CAN I TAKE MY PET TO WORK WITH ME?

Of course, this is welcome!

ARE WE AN ADVERTISING AGENCY?

We are a full-service marketing
company divided into three
main vectors: performance, creative,
and analytics.

We help brands find their customers
and vice versa. The main task of
Stratton® is to unlock the potential of a
web business and bring its product to
potential consumers.

ARE WE «DIGITAL» AGENCY?

To some extent, yes.
This is also embedded in
the company's genetic code.

IS IT POSSIBLE TO ERASE INFORMATION FROM THE WHITEBOARD?

First, check with your colleagues to
see if they need it

CAN I MOVE TO ANOTHER TABLE?

Of course. You can work
from anywhere in the office,
as it suits you!

CAN I COME FOR THE WEEKEND?

Of course you can. Just
remember the responsibility you
bear when you are in the office
outside of working hours

I DON'T LIKE THIS SONG, CAN I ASK YOU TO TURN IT OFF?

No. Don't even think about it!!!

WHO CONTROLS THE MUSIC?

We all take turns.

DO DOLPHINS SLEEP?

Yeah. They are mammals
and sleep like the rest of us.

stratton®

stratton.ua

Marketing and creative company
Kyiv, Ukraine

