



THE CENTRIC CODE

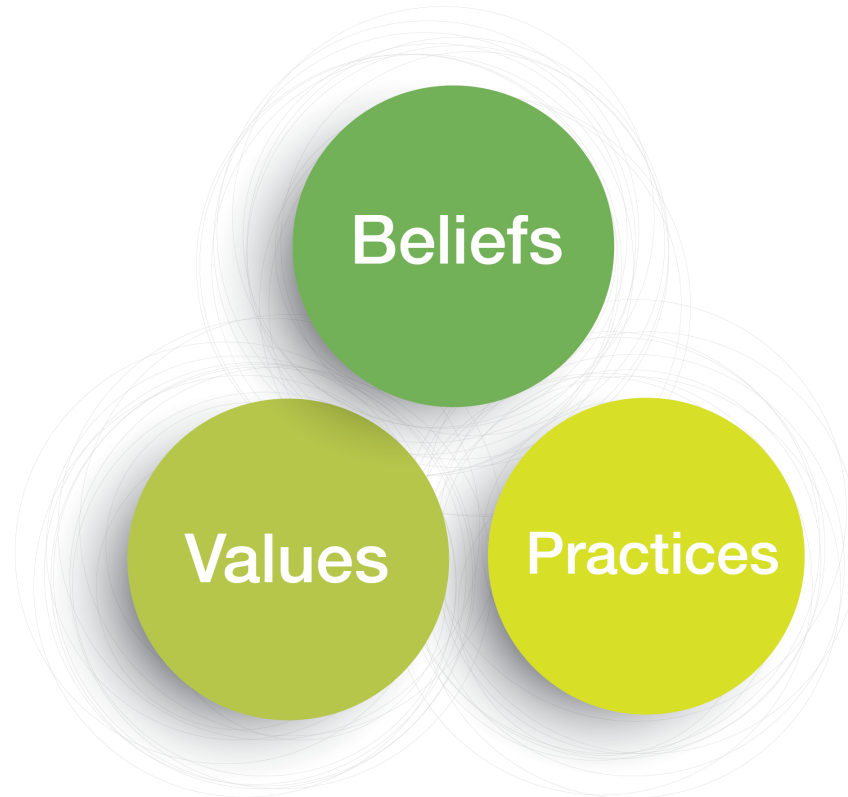
OUR CODE OUR PRACTICE



WHAT IS THE CENTRIC CODE?



A Set Of Shared



Driven By A Common Purpose



WHY ARE WE TALKING ABOUT CULTURE AND VALUES?

Culture Happens Whether We Plan It Or Not

SO

We Want To Make Sure That We

Build A Culture We Love



**We are building a strong culture to
attract and keep the very best
people in the market**



YOU!



WE KNOW THAT

The right culture drives a company's success

AND

The wrong culture can hinder its progress



“Lets make the company we always dreamed of. Lets create a company that will be a great place to be from.

REED HASTINGS & PATTY MCCORD
NETFLIX



OUR REALITY TODAY IS THAT

*to thrive in the hyper competitive world
we live in we must accept that times
have changed*



TO THRIVE WE NEED

A Clear Purpose And Path To Drive Us

WE MUST BE

Flexible About When And Where We Work

WE MUST HAVE

Great Colleagues To Help Us Succeed

*The Centric Code Gives Us The Building Blocks To Deliver To
That Purpose And Be True To Ourselves*





WHAT IS THE CENTRIC VISION AND MISSION?



OUR VISION

To be the regions largest, most respected digital agency, with a highly creative and professional team working collaboratively with our clients to deliver innovative marketing and technology solutions.



OUR VISION

“To be the regions largest, most respected digital agency, with a highly creative and professional team working collaboratively with our clients to deliver innovative marketing and technology solutions.”

To be the regions largest; we need to:

- *Innovate everyday – technology, creative, media and business terms*
- *Adapt to rapidly changing business environment and stay ahead*
- *Always look medium to long term goals over short term ease*



OUR VISION

“To be the regions largest, most respected digital agency, with a highly creative and professional team working collaboratively with our clients to deliver innovative marketing and technology solutions.”

To be the regions most respected digital agency; we need to:

- Be The Custodians of Client Trust – To make the right decisions for our client their brand image and growth; we don't take short cuts*
- Be Bold – In idea and execution. If we do the same thing that other agencies do; we will never be the most respected agency*



OUR VISION

*“To be the regions largest, most respected digital agency, with a **highly creative and professional team** working collaboratively with our clients to deliver innovative marketing and technology solutions.”*

To acquire, train and retain highly creative and professional team that

- *Innovate and Own – The good and the “not so good”*
- *Take Risks – You can not play safe by doing what your grandpa did) and expect fast paced career growth*
- *Believe In Yourself – Be open, trust your abilities and grow positively; No politics or double standards*
- *Differentiate and Develop – Different opinions and ideas are welcome and appreciated and rewarded*



OUR VISION

“To be the regions largest, most respected digital agency, with a highly creative and professional team working collaboratively with our clients to deliver innovative marketing and technology solutions.”

Be open with your clients to;

- *Leverage Their Knowledge - They know about their product and we know about marketing, work collaboratively*
- *Have The Same Goals – to drive performance*
- *Drive Collective intelligence – two brains are smarter than one*
- *Never Assume – Assumption is the mother of all screw-ups; ASK.*
- *Collaborate inside and out – There is no shame in asking questions or making mistakes (just don't repeat them 😊)*



OUR VISION

*“To be the regions largest, most respected digital agency, with a highly creative and professional team working collaboratively with our clients **to deliver** innovative marketing and technology solutions.”*

Delivery has to be done with quality to

- *Be Proud – By taking an interest and pride in your work*
- *Offer Viable Solutions – Even where delivery requires customer education*
- *Be Custodians - Of client interest to deliver the best possible architecture, design and efficiency.*



OUR VISION

*“To be the regions largest, most respected digital agency, with a highly creative and professional team working collaboratively with our clients to deliver **innovative** marketing and technology solutions.”*

The industry is changing fast, we need to be faster to deliver

- *A “Unique Selling Point” - based on innovation as compared to larger agencies propelling the agency forward*
- *Efficiency – Driven by innovation in design, technology, media channels, and more, while making an effort to re-use and leverage our past work*



OUR VISION

“To be the regions largest, most respected digital agency, with a highly creative and professional team working collaboratively with our clients to deliver innovative marketing and technology solutions.”

We provide “Solutions” to clients business problems

- We provide solutions in Marketing (Creative for distinct brand recall, Solution for dissemination of content, media to bring potentials to experience brand, UX/UI and analytics to increase conversions)*
- Technology is at the core of our solutions. We need to stay ahead of the market; the regional market.*
- We are a digital agency with strong focus on technology; We are a Marketing technology company.*



OUR VISION

“To be the regions largest, most respected digital agency, with a highly creative and professional team working collaboratively with our clients to deliver innovative marketing and technology solutions.”

Our Vision Is Why We Exist

It Is What We Are Collectively Trying To Achieve



OUR PATH

“We drive success by delivering timely and accurate solutions that offer innovative thinking and creative designs to deliver value for our clients at every interaction.”



OUR PATH

“We drive success by delivering timely and accurate solutions that offer innovative thinking and creative designs to deliver value for our clients at every interaction.”

To be successful as Centric

- We deliver projects and solutions and other deliverable on time; every time.*
- We are cautious of time commitments with our customers; once the commitment is made; we deliver*
- We deliver accurately; ensuring that our client is delighted*
- We deliver accurately the first time, ensuring we do not have to re-work*



OUR PATH

*“We drive success by delivering timely and accurate solutions that **offer innovative thinking and creative designs** to deliver value for our clients at every interaction.”*

We think holistically on client goals from a given project

- We approach client problems with out-of-the-box thinking*
- We innovate with the client to ensure their KPIs are over delivered*
- We are a living organism; we become better with every new delivery*
- Creative designs are the core of the solutions we offer our clients to ensure better; user experience, user interaction and higher conversions (CRO).*



OUR PATH

“We drive success by delivering timely and accurate solutions that offer innovative thinking and creative designs to deliver value for our clients at every interaction.”

We carefully lay out the communications

- We ensure that client feels valued in every conversation with us*
- We always structure the conversation before calling / writing to the client*
- We deliver detailed emails so that clients do not have to call us to understand what we are saying*
- Do not assume that client is well versed in what you are saying, you are living and breathing your work the client is not.*





HOW DO WE ACHIEVE CENTRIC VISION AND MISSION?



*Attaining Our Purpose Requires That We
Believe In And Follow The*

Centric Code



- We live our **Customer Focus** by delivering delight at every interaction
- We pride ourselves on **Employee Ownership** where each individual strives for excellence at all times
- We are driven by **Integrity** and are always honest and transparent in all our interactions
- We thrive on **Teamwork** and drive success by working together for a shared purpose
- We practice **Respect** by accepting and appreciating differences of all kinds in the workplace
- We believe in **Innovation** of thought and ideas that drive us towards growth
- We are committed to following the **Code** for the future





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LETS TALK ABOUT

CUSTOMER FOCUS

where we make sure that we

Focus On Customers Not Competitors



“Have the courage to start with the customer. My biggest regrets are the moments that I let a lack of data override my intuition on what’s best for our customers.

ANDREW MASON
FORMER CEO OF GROUPON



WE BELIEVE THAT CUSTOMER FOCUS IS DRIVEN BY QUALITY

By focusing on our customers needs and delivering the best at all times – we know that half measures are not enough....



WE ADAPT QUICKLY AND EFFECTIVELY TO THE NEEDS OF OUR CUSTOMERS MAKING US

Partners at every stage of our interactions with them. We are not vendors, but rather advisors and guides working for customer success....



WE KNOW THAT TIMELINESS MATTERS SO WE HAVE A CLEAR FOCUS ON MEETING CUSTOMER DEADLINES THAT IS WHY

We collaborate with our customers to develop realistic delivery schedules coupled with clear project plans to deliver to our commitments. When we make a promise keep it...



WE BELIEVE IN BUILDING CREDIBILITY AND TRUST WITH OUR CUSTOMERS BY

Delivering on the promises we make to our customers – that is at the heart of our reputation and our relationship with them

When we make a mistake (after all we're only human) we admit it – to ourselves and our customers because we know that honest interactions are the heart of our customer focus



WE DEFINE CUSTOMER FOCUS AS

Understanding that ***delighting customers*** is the goal

By setting ***realistic expectations*** to manage your journey

And ***establishing trust*** that will encourage our customers to give us the time we need to reach our shared goals





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WE BELIEVE IN EMPLOYEE OWNERSHIP

Where

Each Individual Strives For Excellence At All Times
For Themselves And Centric



“When people are financially invested, they want a return. When people are emotionally invested, they want to contribute.”

SIMON SINEK, WRITER



WHEN WE TALK ABOUT EMPLOYEE OWNERSHIP WE HOLD OURSELVES RESPONSIBLE FOR

Knowing the needs of the project at hand and exercising our judgment on assessing what is required. We take responsibility for the tasks we undertake and deliver them with passion...

AND

We ask for help when we need it....we don't jeopardise a project for our personal pride



WE HOLD OURSELVES ACCOUNTABLE FOR OUR WORK AND HOW WE DELIVER IT, ENABLING US TO

Demand excellence from ourselves and those we work with to deliver solutions that drive our core purpose of market success and customer delight

AND

We do not work because we are forced to or because we are watched, but because we hold ourselves accountable for our actions and their impact on ourselves and those around us



PRIDE IS AT THE HEART OF OUR ACTIONS, OUR WORK AND THE WAY WE ACT BECAUSE WE KNOW THAT

Our environment will give us the freedom to make judgments and take actions that build success...that forms a stepping stone towards delivering to our core purpose...



WE CONSIDER OURSELVES BOTH AS INDIVIDUALS AND AS A PART OF A GREATER WHOLE

We take pride in the work we do and strive for excellence in our actions by taking ownership and trusting ourselves and each other to do the right thing....EVERYTIME



WE EXPECT OURSELVES AND THOSE AROUND US TO EXERCISE GOOD JUDGEMENT BY CONSIDERING

Team> Self

Teams interest over your own

Company> Team

Company's interest over your team

Customer> Company

Customers interest over the company



CUSTOMER > COMPANY > TEAM > SELF



WE DEFINE EMPLOYEE OWNERSHIP AS

Being ***fully accountable*** for any task we take up

Taking pride in every aspect of our work whether individual or team based

Admitting mistakes, finding the cause and correcting it

Acknowledging and sharing lapses in commitments or deliveries to enable timely corrective action





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WE BELIEVE IN



WHERE

Our Principles Are More Important Than
Profit



“To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity

**DOUGLAS ADAMS – CREATOR OF
DILBERT**



WE BELIEVE IN BEING OPEN AND TRANSPARENT WITH EACH OTHER AND OUR CUSTOMERS BY

Sharing information effectively and openly both internally and externally to drive better decision making across our projects and our day to day interactions



WE DELIVER ON OUR COMMITMENTS BY

Ensuring that we only commit to those solutions that add value to our clients and can be delivered, on time and at the level of quality that we promise...



WE ARE ETHICAL IN OUR WORDS AND OUR ACTIONS FOR OURSELVES AND OUR CUSTOMERS BY

Living and breathing our core ethical beliefs of honesty and integrity at all times, in both good times and bad because they are a part of our CODE...



WE DEFINE INTEGRITY AS

Being ***trustworthy and honest*** in all situations

Approaching work with ***reliability and competence*** at all times

Being ***clear and straight-forward*** with the client

Making the ***ethically correct decision*** even when times are tough





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WE VALUE OUR TEAMWORK

Where

We Drive Success By Working Together
Towards A Shared Purpose



“You become the average of the 5 people
you hang out with

DREW HOUSTON, CEO DROPBOX



WE BELIEVE THAT TEAMWORK COMES FROM SHARING OUR KNOWLEDGE WITH EACH OTHER ON AN ONGOING BASIS TO

Bring different areas of expertise together to develop solutions that delight our customers

AND

We do not hoard information as a power play –rather we believe that our success depends on how well we share our knowledge



WE RECOGNIZE AND VALUE THE VIEWS OF OUR COLLEAGUES IRRESPECTIVE OF THEIR ORIGIN OR ROLE BECAUSE

We know that difference and diversity is our strength and we use it to create value for our customers, our company, our teams and each other, while always exercising respect and self awareness...



WORKING TOGETHER WE ALWAYS MAKE SURE THAT WE GIVE EACH OTHER THE FLEXIBILITY TO WORK AND DELIVER BECAUSE WE BELIEVE THAT

When we work, results matter more than the hours we work or where we produce them so we give ourselves and each other the freedom to function when, where and how we want to deliver the right results



WE WORK TOGETHER WITHIN AND ACROSS TEAMS TO DELIVER THE RIGHT SOLUTIONS FOR OUR CUSTOMERS BECAUSE

We are partners in knowledge and understanding
and we understand that we must share our ideas
openly for the benefit of the company



WE DEFINE TEAMWORK AS

Sharing ideas and information across teams

Valuing everyone irrespective of their role

Being *flexible and adaptable* to changing situations

Working as *partners* within and across teams





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WE ARE DRIVEN BY RESPECT

That

Emerges from accepting and appreciating differences of all kinds in the workplace



“ Respect your fellow human being, treat them fairly, disagree with them honestly... work together for a common goal... No destructive lies. No ridiculous fears. No debilitating anger.□

BILL BRADLEY



WE BELIEVE THAT TRUE SUCCESS COMES FROM APPRECIATING THE KNOWLEDGE AND EXPERIENCE OF THOSE AROUND US, THAT IS WHY

We explicitly thank them for their support when they go out of their way to help us and share our successes with each other and the rest of Centric



WE ARE PROFESSIONALS WHO VALUE EACH OTHER FOR BOTH THE SIMILARITIES AND THE DIFFERENCES BETWEEN US AND KNOW THAT

We all have different ideas and respecting those differences adds value to our work.

We always ensure that we honor the individual and the team irrespective of its cultural and ethnic roots



WE KNOW THAT BEING COURTEOUS IS CONSIDERED OLD FASHIONED BUT WE BELIEVE THAT IT MAKES US WORK AND INTERACT MORE EFFECTIVELY, THAT IS WHY

We are always courteous to each other, making sure that we greet each other and our customers no matter how busy we are...

We are humans with feelings but we try very hard to make sure that we do not let our personal challenges effect the way we interact with each other at work



WE DEFINE RESPECT AS

Treating each other with *professionalism and courtesy*

Seeking and accepting input from everyone

Being considerate of others

Being *open to and respecting differences* in the workplace





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WE ARE DRIVEN BY INNOVATION

Which

Focuses on implementable new ideas for enhancement
and growth



“Starting and growing a business is as much about the innovation, drive, and determination of the people behind it as the product they sell.

ELON MUSK, FOUNDER PAYPAL



WE ARE ALWAYS LOOKING FOR WAYS TO INNOVATE, BECAUSE FOR US INNOVATION IS NOT AN ISLOATED ACT BUT A WAY OF LIFE THAT REQUIRES US TO

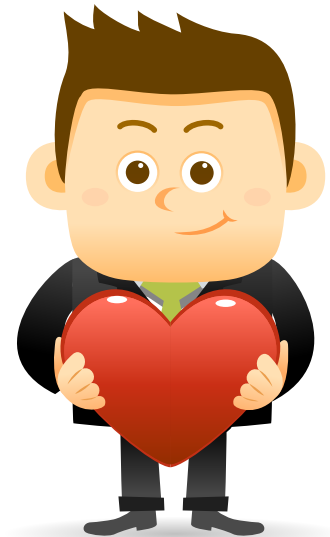
Always be willing to listen to new thoughts and ideas, irrespective of who comes up with them, because we believe every well-thought out idea deserves consideration...

Being open to change is the precursor to innovation – it enables creativity and helps find new ways to handle old problems



WE VALUE CHANGE BECAUSE WE KNOW THAT IT LIES AT THE HEART OF ALL GROWTH SO WE

Look for solutions where other people see problems by making sure that we meet and brainstorm regularly about what makes us better and stronger in the future to enable us to deliver solutions to delight our customers...



WE DEFINE INNOVATION AS

Keeping an *open mind*

Continuously *thinking of improvement* both incremental
and large

Actively searching for ways to improve client solutions

Developing and implementing new ideas

Applying *industry best practices* for performance
enhancement





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WE LIVE BY A CLEAR

CODE

THAT

Represents the values and behaviors that we live and work by every day



"Let everyone regulate his conduct... by the golden rule of doing to others as in similar circumstances we would have them do to us, and the path of duty will be clear before him.

William Wilberforce



WE DEFINE OUR CODE AS

Living the Centric Values in every aspect of business

Ensuring that ***cooperation and support*** are the foundations of all decisions

Sharing views clearly and honestly – both positive and negative

Always being ***responsible for your actions*** and behavior



We Believe ***That It Takes More Than
Talent*** To Succeed

It Requires ***Commitment*** And ***Patience*** And
Dedication To Be A Part Of The Solution



WE ARE NEVER DONE.

We Are Focused On The Journey And
Are Always

Learning, Thinking, Changing



CONSTANT CHANGE IS A PART OF WHO WE ARE

When you become a part of the team, you represent our purpose – our drive towards the future...

It is not easy or simple – but we know that nothing worth doing in our lives and our careers ever is



SO BE A PART OF THE CENTRIC CODE BECAUSE...

- We live our **Customer Focus** by delivering delight at every interaction
- We pride ourselves on **Employee Ownership** where each individual strives for excellence at all times
- We are driven by **Integrity** and are always honest and transparent in all our interactions
- We thrive on **Teamwork** and drive success by working together for a shared purpose
- We practice **Respect** by accepting and appreciating differences of all kinds in the workplace
- We believe in **Innovation** of thought and ideas that drive us towards growth
- We are committed to following the **Code** for the future



“Pursue something so important that even if you fail, the world is better off with you having tried.

Tim O'Reilly



THANK YOU!

