

**stratton**

Everything starts from a dot ●



# OUR **MANUAL**

2023

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**THE MANUAL**

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# OUR **MANUAL**

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This document is distributed among the employees of Stratton® company and serves as a reflection of the company's philosophy and culture. Every employee of Stratton® company is required to thoroughly study this document and apply it in their day-to-day work

## ABOUT **THE MANUAL**

We have prepared this guide to provide you with all the possible tools for achieving success and complete self-realization within the team of Stratton®

This manual is not about the technical specialization of the company or your primary duties

**This manual reflects 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**

CARE FOR ONE ANOTHER

COLLABORATION

CREATING AMAZING PRODUCTS

BOLDNESS IN EXPRESSING OUR OPINIONS



## CHAPTER ONE

# GREAT PEOPLE

We conduct ourselves as individuals,  
we speak as individuals, and  
we think as individuals



## RIGHT NOW, YOU'RE WITH US

If you're working with us, it means you're "one of us." As a team, **we will unleash your potential and skills to the fullest.** You will become a great professional in a great team that creates a great company

## HOW WE COLLABORATE

Your experience and past achievements are not important to us. What matters is where you plan to go and what you aspire to achieve. **How globally you think and how much you strive for new knowledge and accomplishments are what truly matter to us.**

## FULL AUTONOMY

You are granted an incredible amount of freedom and autonomy within the Stratton® team. This applies to everyone, regardless of rank or status. **It's up to you alone to decide how to approach task solutions**

No one will force you to do things their way. We know it sounds astonishing, 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 path. Only you control your destiny at Stratton®, and you are in charge of your own work. We believe this is better than any alternatives or compromises!



GREAT PEOPLE

## WORKING **TOGETHER**

The linear management structure at Stratton® is the foundation of mutually beneficial collaboration. Becoming a leader from day one may seem unnatural, but we expect you to demonstrate this quality from the very beginning

**It's like in basketball: you step onto the court, receive the ball, and it's solely up to you what to do with it next**







## SPEAKING «PLAIN LANGUAGE»

99% of the problems we encounter in our work are caused by the way we communicate with each other. In an industry that requires a ton of communication between clients, agencies, and colleagues, it's important to pay attention to the quality of our language

**Avoid using abbreviations, jargon, and "trendy words"** as they lead to confusion and waste valuable time



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

### **1. Imagine you're talking to your mother**

Your mother doesn't know what «ROI» or «brand positioning» means. And it's not because she's not intelligent. She simply isn't familiar with professional jargon

### **2. Don't be afraid to ask**

Sometimes, it's necessary to clarify a task to avoid doing it twice and wasting time. It's okay to ask for clarification!

### **3. Stay on the same wavelength**

Words don't matter when everyone is speaking the same language!

Speak in this context:

- «Why are we doing this?»
- «Is there a better alternative?»
- «\_\_\_\_\_ worked very well last time. Can we make it even better in this project?»
- «Let's discuss this»

Things you shouldn't say:

- «It just happened»
- No, it didn't just happen. It's what you did**
- «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 YOUR POSITION

Most companies (intentionally or unintentionally) 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 you replace tires on a car.

**Companies that try to control human nature quickly fade away**

## ALL ARE CREATIVE

**Creativity is a quality, not a position**

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

We will find creativity within 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, «Does this project suit us?» and «How can we do something unique and innovative for this business?»



GREAT PEOPLE



## NO ONE IS GOING TO HOLD YOUR HAND

Stratton® is a dynamic place, and you need to be self-directed in order to keep up with the team's development

Don't be afraid to ask for help, but also don't expect someone else to do your work for you.

**We provide the fishing rod, but you have to catch the fish yourself**

If you see something that can be improved or fixed, **take initiative**. Don't wait for someone else to make it better for you

**Every amazing thing you see in the company is the result of someone's initiative brought to life**



## HUMAN TRUTHS

### Truth N° 1:

People are imperfect.

Don't be afraid of experiencing failure.

*«I've missed more than 9,000 shots in my career. I've lost almost 300 games. Twenty-six times, I've been trusted to take the game-winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed» Michael Jordan*

### N°2 People have voices:

Your voice is just as valuable as anyone else's.

Use it. Sing out loud :)

### N°3 Every person is unique:

Do you love French rap? Prefer to have creative chaos on your desk? Go for it. That's what expresses your uniqueness.

## OUR EXPERTISE

- PERFORMANCE MARKETING
- WEB-ANALYTICS
- GOOGLE ADS
- SEO-TECHNOLOGIES
- BENCHMARK
- PROJECT MANAGEMENT
- SALES

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

If you want to learn more about what someone does, just ask. We are a team of experts, and although each of us is strong in our own field, these differences do not divide us.

**On the contrary, our diverse skills make us much stronger**



## A PERSON IS NOT A RESOURCE

The Human Resources department. What a dreadful phrase. We don't have a Human Resources department. The team itself selects people for the staff. This ensures that we hire our very own people



## CHAPTER TWO

# GREAT TEAM

We insist on teamwork. There are no rock stars. There are no departments. The entire team collaborates together



GREAT TEAM

## NO HIERARCHY

Traditional hierarchy is a bottleneck in the modern world. We strive to have mentors and collaborators, not commanders. There are simply certain rules that need to be followed







## COURAGE IS IMPORTANT

When you walk through our doors, you enter an environment where **work and courage often intertwine**

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

You don't have to hide the videos you're watching if someone walks by your desk. No one monitors the websites you visit during work hours

We won't tell you that you took too long of a lunch break

**Just do your job excellently!**

## WE CREATE FOR PEOPLE, NOT FOR «CONSUMERS»

**We create products for people**

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

## SAYING IS NOT DOING!

This is what we constantly tell our clients, and it's important for us to follow these words ourselves

**Don't just talk about it, do it!**



## TAKE CARE OF AND IMPROVE YOUR TEAM

Most of the work we do is technical in nature. But there's another skill we all must have: **a mindset**. It's essential!

Some people like to pretend that technical work is all that matters. You're not Rambo; there's no one-person team here. We know that sometimes it can be challenging to work with others. The solution is simple: get to know everyone you work with. People are not just marketers or strategists. Understand who they are, and it will make things much easier for you

**You are part of a team, and the "health" and harmony of your team are part of your work**

## WE ARE A SMALL COMPANY

We have kept our company small, which allows us all to sit in the same room and know each other closely. This also means that we are much more flexible than large companies

You are surrounded by smart people in every discipline

**Engage with them. Learn from them!**



GREAT TEAM

## WELCOME TO OUR SPACE

We have designed our space for us, not to impress our guests. There are no huge jellyfish aquariums in the lobby. We don't have Swiss butlers, and we like it that way

**Everyone is allowed to work anywhere and however they prefer. Feel at home!**

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





## WE ARE STUDENTS, **WE ARE TEACHERS**

We all strive towards one goal. The task of a student is to become a teacher, and a teacher becomes a student. This is one of the greatest aspects of what we do

**We share and learn from each other every day**

While we don't insist that you teach someone, we encourage you to be a mentor as much as possible. Perhaps you will learn something new as well

**Remember, everyone has the power to inspire through their example**

## BE RESPONSIBLE, **BUT DON'T BE TOO CAUTIOUS**

We have found that the best creative breakthrough happens when people can have a good, passionate debate about an idea, rather than tiptoeing around each other for weeks

**Don't be afraid to voice your opinion!  
Just be honest and respectful of others' opinions**



## MINIMIZE **UNNECESSARY MEETINGS**

Meetings can be the bane of modern companies. Two-hour meetings with six people are a waste of two precious hours for each participant

If meetings are still necessary, clearly define the purpose and communicate it to all participants in advance. Don't waste time pretending to work!

**You are paid to do things, not to talk about doing things**

## WE **LOVE MUSIC**

The only thing we love as much as marketing is music

## A FEW **RULES**

- To each their own...
- Respect your colleagues' musical tastes.
- Sometimes you need to lower the volume of the music because we have a guest who might find it uncomfortable to shout over Wu Tang Clan.
- **The most important thing is to participate**



GREAT TEAM



## ON THE WALL

Open Space encourages constant interaction and conversations. Write the main ideas on the boards to ensure everyone participates in the discussions

Sketch your thoughts as they arise and share them with the team

**We believe it's best to work openly and transparently!**



## ABOUT INTERNS

Being an intern at Stratton® is probably the best position to have. Interns are allowed to make mistakes multiple times. We give them real work and real responsibilities - we never send them for coffee. They are part of the team to help with projects and solve problems

**Remember, we all started as interns at some point!**

## WEEKENDS

Our space belongs to all of us. If you feel like it, you're welcome to come in on weekends. Just be responsible. Close the doors. Turn off the lights

**Take care of the environment!**



### CHAPTER THREE

# GREAT COMPANY

Indeed, nothing is eternal. From our habits to our rituals, to our living environment, change is a natural part of human life, and we embrace it





## ATTITUDE TOWARDS WORK

**Every project we work on is 100% unique:** from the team working on it to the processes involved. We are not about filling out templates and such

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



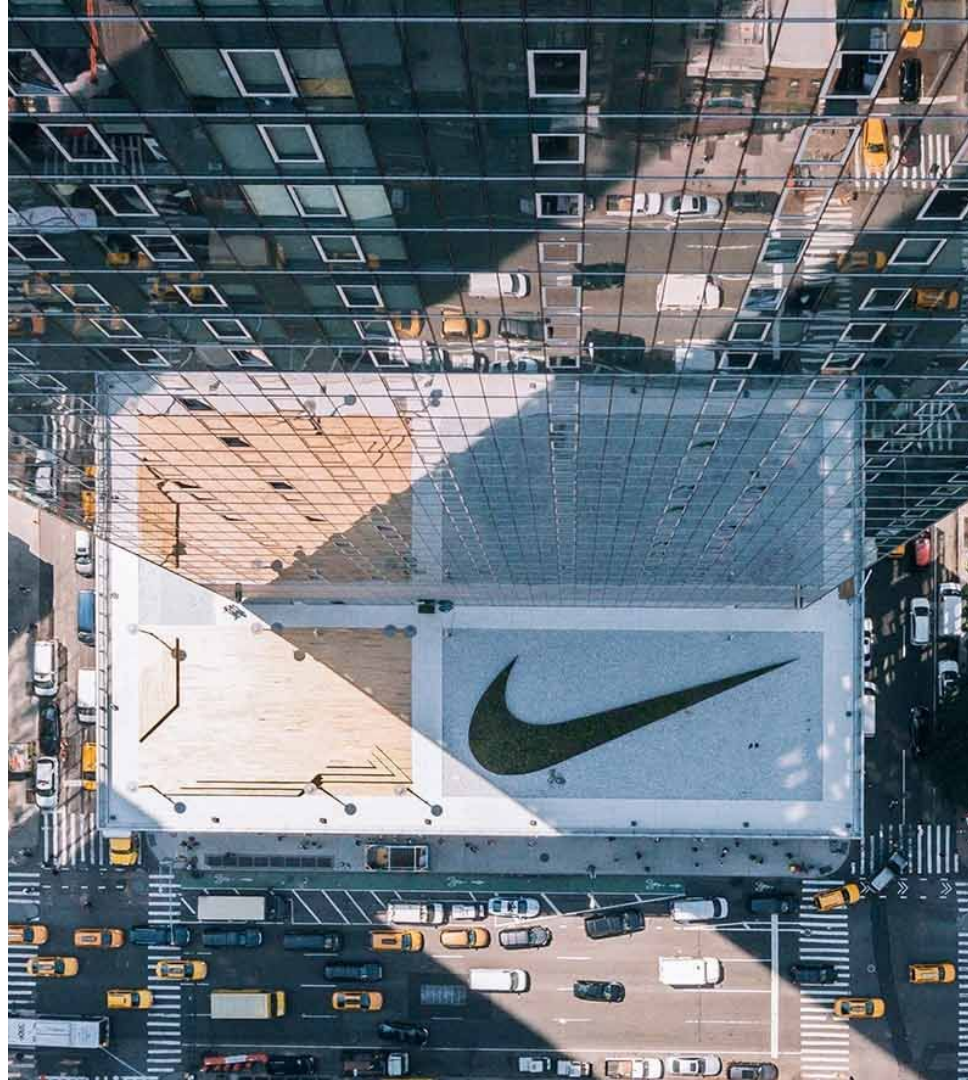
GREAT COMPANY

## YOUR HOBBY

It's not good to sit in the same place for seven working hours. It's dreadful for productivity. You shouldn't be chained to your desk

Have a cup of coffee. Take a walk outside. Reflect. Call your parents. Make a sandwich. Go skateboarding. Draw on a whiteboard. Practice yoga

**Infuse your hobbies into your work processes**





## HACKDAY

Everything that is forbidden, we want to break. That's why we created Hackday - one of our favorite traditions at Stratton®.

**We pause our work on projects for a day and spend all the time creating something that makes the world better.** The next morning, everyone presents what they have done. It's a moment you will never forget!

## SHOW AND TEACH

We attend trainings led by trusted experts in their craft, many of whom become our friends

**It is crucial to receive high-quality information**

## SEIZE THE MOMENT!

**Humor is everything to us**

Despite the fact that our humor has its own specific nature, don't worry, you'll catch on and seize the moment with us in no time

**It's much more fun that way!**



## DISLIKE — MAKE CHANGES

**If you don't like something,  
change it**

Break the barrier of bad habits, and perhaps you will be the pivotal moment that makes Stratton® (and maybe even the world) a little better

## SOCIALIZE

We at Stratton® are friends and colleagues. We believe that it's much easier for people to work when you get to know them on a personal level. Every tradition at Stratton® was initiated by someone like you

**Create and bring your own tradition**



GREAT COMPANY

Google

## CONSTANTLY EXPERIMENT

**Stratton® operates in a mode of constant change**

As humans, we resist change more than anything else. It's simply a biological residue from our historical past, so accept it. But constant change is a sign of a healthy company

**With new blood comes new thinking, and that's why we continue to experiment endlessly!**



## CHAPTER FOUR

# FAQ

Do you have any questions?  
We have the answers



## **WHY DO WE LACK LEADERS?**

You are leaders yourselves. If you can't control yourselves, it means you are not doing your job

## **CAN I BRING MY PET TO WORK?**

Certainly, it is welcome!

## **ARE WE AN ADVERTISING AGENCY?**

No, we are not an advertising agency. We are a digital-oriented analytical agency specializing in the study and improvement of digital marketing

We help brands find their customers and vice versa. Stratton's main objective is to unlock the potential of web businesses and "deliver" their products to potential consumers



## **ARE WE A «DIGITAL» AGENCY?**

To some extent, yes. It is also ingrained in the company's DNA.

**Stratton® — Power of Web Analytics**

## **CAN I ERASE THE INFORMATION FROM THE BOARD?**

First, clarify with your colleagues if they still need it

## **CAN I SWITCH TO ANOTHER DESK?**

Of course! You can work from any point in the office that is convenient for you!

## **CAN I COME IN ON THE WEEKEND?**

Certainly. Just remember the responsibility you have while being in the office during non-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?**

Yes, they do. Dolphins are mammals, and like all mammals, they sleep

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stratton.ua

POWER OF WEB ANALYTICS  
KYIV, UKRAINE 2023

