

Not all workplaces are created equal.
Plato is one of the good ones. But it's
only like that because we all work to
make it that way. So here are a few
thoughts to take on board and use
to guide your work.

Are you with us? Then let's roll up
our sleeves and make it happen!

GROW

If you do nothing else at Plato, do this:

Grow our clients'
businesses and brands.

Grow good relationships with
clients and colleagues.

Grow our knowledge and experience;
of our craft, business, industries
and audiences.

Grow the quality of our work.

Grow new solutions and great ideas.

Grow our culture.

Grow your skills and career.

Grow each other.

We're growing too.

Is it too much to want
to be known as the best
independent agency in NZ?

Not for us. Plato has what
it needs to get there...

that's you.

TO BE THE BEST,
YOU GOTTA
HAVE THE BEST,
WHICH IS WHY
YOU'RE HERE.

YOU HAVE
WHAT IT TAKES TO
CREATE EXCEPTIONAL
CLIENT EXPERIENCES
AND DELIVER
EFFECTIVE WORK
THAT MAKES US
'FAMOUS'.

This is our promise
to clients...

A BETTER EXPERIENCE AND A BETTER OUTCOME

...so we live and die by it at Plato.

To help you keep it, here are three questions
you can use to check yourself any day,
any project, at any point in the process:

Are we delivering value that will
grow this brand or business?

Is the client enjoying the experience?

Will they recommend us in future?

We'll get it right by following
these seven simple principles.

What is a principle, you ask?
The dictionary will tell you it's
"a fundamental truth or proposition
that serves as the foundation for
a system of belief or behaviour or
for a chain of reasoning".

But just think of them more
like this...

**THIS IS HOW
WE ROLL**

お客様は
神様です

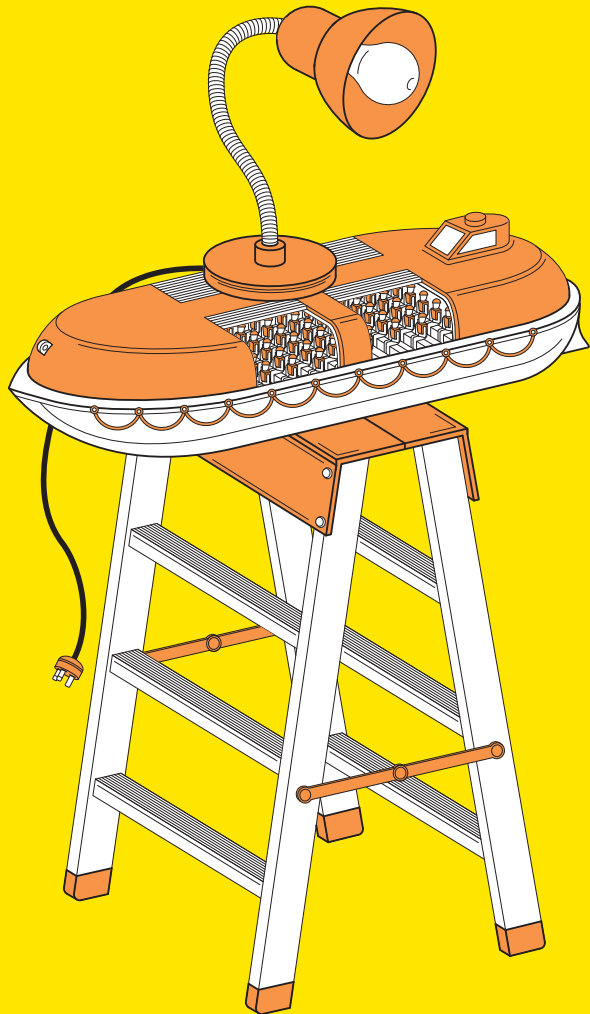
Japanese for: the customer is God.

PRINCIPLE

CLIENT
EXPERIENCE
IS EVERYTHING

Nobody forgets or forgives bad service
so always put the client first and be
good people that are easy to work.

Be a lamp, a lifeboat or a ladder.



PRINCIPLE

LOOK TO INSPIRE

Share your knowledge and skills amongst
the team and deliver something great
that the client gets excited about.

Shake ya can

Opening a can of fizzy after you've dropped it is guaranteed carnage. But use that same analogy for our work and you're on the right track. At Plato, we want to push clients outside their comfort zone. We want to fizz them up and let them explode!

What if they're too scared? Then lay some science on them. Fear and excitement are the same chemicals racing through the brain; it's purely psychological how we interpret that. So when they say 'scared', help them see that what they're really feeling is 'thrilled'.

Show us ya gifts!

You have mad skills, sure. But don't keep them all to yourself. There's so much goddam talent in this place we're positively oozing. So scrape some off and flick it at your colleagues. That's why we work in collaborative teams, so we all learn from each other and become so talented we go from oozing to a friggin' torrent!

Clients be like

We're in the professional services biz; we're only here because our clients are. So if you're not on board with our first principle 'Client experience is everything' you're in the wrong place.

It won't always be easy. It won't always be fun. We take the knocks with the wins and the eye rolls with the grins. If things aren't going well, chat it out with them, just like you would with any other member of your team.

Give a shit

Look ma, no hands!

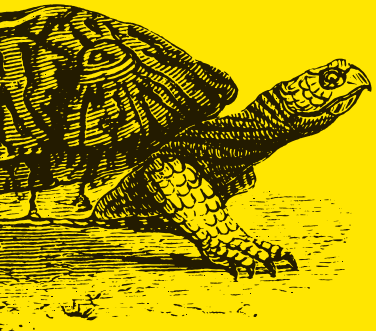


PRINCIPLE

BE CURIOUS

Dive deeper, think, explore, test,
try, fail and learn from it all;
that's how we find the great ideas,
break new ground and add more value.

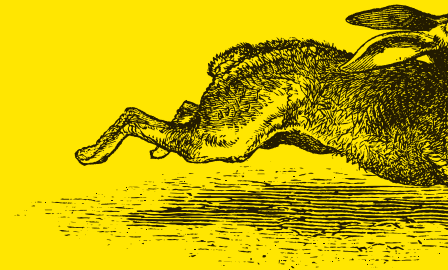
Know when to be the tortoise and when to be the hare.



PRINCIPLE

PLAY THE LONG GAME

Go all in from the beginning and
work like the client is with us for life.



Nobody's stopping you

Every person's contribution is valued at Plato. It's why you have the tools, support and most importantly, the freedom to explore, achieve and excel.

If you have an idea, don't wait for someone to say it's ok. You are a self-starter. Go do! Experiment, assess, learn, refine, share what you found out, and ultimately, deliver something to a high standard.

And don't be defined by a job title. You're a multi-talented individual able to think and go beyond what's standard. Be bold. Be brave. Have a go at things outside your core role. You never know what incredible skills you might uncover.

Very interesting people

Part of our recruitment process is finding someone who brings something new to the team. It's resulted in growing a crew with plenty of different perspectives and interests.

Get to know them. They were chosen like you so you can already trust they're not super freaky weirdo psychos. We're all just the right amount of freaky weird.

People here are much more than just what they do at their desks. Knowing them better is not only good for our culture, it could one day be they're just the person to ask about something you need to know.

Learn from each other.
Teach each other.

Less habit. More intent.

Habits have their place in our worlds. But when it comes to our work there's a risk they can lead to stale thinking and repetitive outcomes. Intention however requires thought and purpose. So think before you do and mould the process to suit the work. Don't get caught up in templates and box-ticking that doesn't add value. Treat each project as its own unique thing and let it flow out naturally.

If you're alive, you can be creative

It's in the name because it's in all of us. Lots of people confuse being creative with being artistic. Sure, not everyone is artistic; that takes both imagination and drawing/painting/sculpting/composing skills. Creativity means using your imagination to solve problems. And we're all capable of that.



"Genius is in the idea. Impact, however, comes from action." Simon Sinek

PRINCIPLE

TOUCH IT, OWN IT

We are all responsible to our
clients and each other to ensure
nothing slips through the cracks.
It's up to all of us to make it happen
and own it to the end.

If one falls, we all fall.



PRINCIPLE

WE ARE ONE CREW

There are no egos here because no one is more important than anyone else and we're all in it together, working towards a common goal. And because we're stronger together we don't just fit the culture, we further it, bringing our best for the good of the team.

Bye Boss, Bye

At Plato our leadership teams are made up of the people sitting around you. What little hierarchy we do have is purely for practical operational purposes, not to dictate the work. It's like this to allow you plenty of opportunity and freedom to speak up, take the wheel and/or bring about change. We're all responsible for making this place tick.

This is a team worth working hard for

There's something really special going on at Plato. People bring their best because they know that when they do, it sets others up to be their best too. It's a beautiful cycle of growth and success that works because there are no egos here and we've all got each other's backs.

There are no genies here so don't 'wish'. Do.

"Be the change you want to see in the world", said Ghandi. If you see something you don't like, be the solution. Do the right thing even if nobody is watching. If it's little, just do it. If it's big, lead the charge to get it changed. All the cool shit you see around you, someone here made it happen.

It's always your job

If you're looking for a way to lose respect and let down your teammates you'll get it by uttering this absolutely sinful phrase: "It's not my job". Round here, everything is your job. Now, before you freak out - nobody expects you to know or do everything. But you are expected to know who might know, or to talk to the person who can do whatever it is that needs to be done.

Everyone is expected to step up and speak up. Own your part certainly, but also understand we are all ultimately responsible. This might mean you have to be there to support them in getting it done. If you think someone isn't giving it their all, don't just waggle a finger at them or worse, go behind their back and tell someone else about it. Find out what's up and see if you can help.



PRINCIPLE

GROW

Seek and take opportunities to push
for more, both for yourself and
in the work we deliver for clients.
Continually raise the bar of what
'our best' means.

Change is opportunity

You could be just one decision away from genius, a new life, a revelation, breakthrough, glory!!!! The point is, don't get caught up in 'the way things are' when really what matters is the way you are. Change happens. Change is good; progress is impossible without it, so don't be afraid of it.

Life at Plato is an ongoing experiment. We don't claim to know it all or have it perfect. So roll with the punches, embrace change, fuck doubt and build doors for opportunity to knock on.

Chickens cluck. Eagles fly.

Teams accustomed to peer to peer accountability are high performers. They are the eagles. Chickens just sit around passing the cluckin' buck. Challenge each other - respectfully of course - calling out the action or behaviour instead of the individual to give people a chance to make it right.

Speak up but don't lash out

Don't let things fester. If you have an issue, raise it with the person. We're all grownups here and we were all chosen because we're neither delicate snowflakes or absolute psychos. We can take it. It's all about being careful with the words you choose, and coming at a problem with a solution already in mind. That's how we grow.

Likewise - if you're the one on the receiving end, appreciate it's probably hard for your colleague to confront you. We don't like to hurt people's feelings, but letting someone carry on down the wrong track isn't doing anybody any favours. So be cool about it; accept that they're feeling a certain way, express your own feelings about it back, then hug it out if you want. At the end of the day, either you care that someone is a bit unhappy with you and you want to right that, or you don't. If not, you're in the wrong place.

To create exciting work, work excitingly

You can only light someone else's spark if you keep your own fire burning. Carve out some time for your own inspo so you stay in love with what you do.

HIGH EXPECTATIONS. HIGH REWARDS.

At many workplaces the deal is simple,
you work, you get paid. At Plato,
because the expectations are higher,
the rewards are greater.

Here are some of the things we get
for being awesome*:

Team outings. Monthly massages.
Sausage rolls and fitness classes
(‘cos it’s all about balance, right?).
Cold ones. Fizzy water!!
Training and development.
Sosh club revels. BBQs on the deck.
Easter and Christmas parties for your kids.
Parties for the grownups too.
Birthday and anniversary hoopla.
Monthly and quarterly rewards for being
the most awesome (stiff comp, so bring it!).
Annual awards ceremony with
AMAAAZING prizes (even stiffer comp,
so keep bringing it!).

* Ts & Cs - You actually do have to be awesome.

THINK. EXPLORE.
ASK... OR NOT.
FIND A SOLUTION.
BE THE SOLUTION.
ADAPT. EMBRACE.
OWN IT. GO THERE.
WHY NOT?
MAKE CHANGE.

HAVE AN IMPACT.
SPEAK UP.
PUSH IT.
OWN YOUR PATH.
PUT CLIENTS FIRST.
BE COOL.
AT PLATO, YOU CAN
MIH!

Glossary

Chalk - Goes on car tyres when you're too tight to pay for parking.

Fish - Does not go in microwave. You will not hear (or smell) the end of it.

Fizzing or fizzed - How we want clients to be when we show them great work.

Kitchen duty - Five minutes of wiping surfaces.

Leftovers - The part we all really enjoy about Plato's Easter and Christmas parties for our kids.

Lunch & Learn - Monthly opportunity to watch inspiring stuff.

Music - Don't like it? They're called headphones. There are quiet spaces downstairs if you need.

Paper - Not an infinite resource so tell someone when you use the last reem.

Paper towels - Also not an infinite resource so tell someone when you use the last reem.

Sconing - Mostly happens Fridays about 10am. But any day could be a scone day so ask around; there's bound to be another sconster who's keen.

Shank - Will's nickname. Ask JP how he got it.

Tay - Taylor Plato, dog; do not feed her sausage rolls even if she stares at you real hard.

Tatie - Tait; you may feed him sausage rolls.

Temperature chat - It's a hot topic.

The clap - You get it once a year. Happy Birthday.

Title case - Use it at your own peril! (That's The One Where You Capitalise The First Letter Of Every Word. See how ugly it is?!)

That one - See 'This one'.

This one - Hang out at the bar and watch the confusion.

Walls - Where ideas go; cool wall means moodboard; warm wall means it's concept time!

4:30 upstairs - Friday's weekly round-up upstairs.

4:30 downstairs - Friday's weekly round-up downstairs.

