

a true bolder.

bold-ers

it's about the people.



hello!

hello!

hello!

let's start!



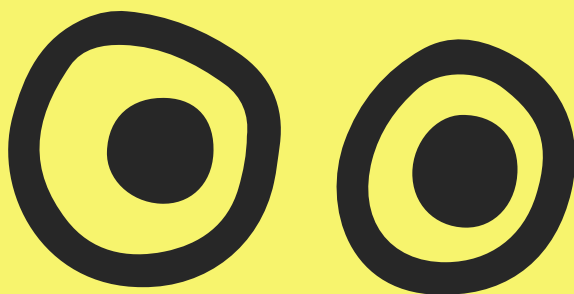
chaotic,



everything everything

**feels out of place yet
perfectly fitting at the same
time, it's a peculiar place to
be in. you might think that
this is weird if you are used to
working in a systematic place
where you are dictated with
hours and attendance,
tedious processes, and
unreachable management.**

**we wrote this book to help
you better understand how
things go around here and not
to tell you how to do things.**



this book won't make you

**smarter or
funnier, or
more of a
bolder.**

**at best it will help you adapt
and adjust, and, well... not get
confused or shocked because
rest assured you will get those
moments.**



**now it is your
choice
whether you
share it, keep
it, or add your
notes to it.**

we are

1

**pack, and go
by this pact:**

A. people for people.

B. find meaning.

C. do it with feeling.

D. stay away from the corners.

E. uncover your power.



A.
people
for
people.



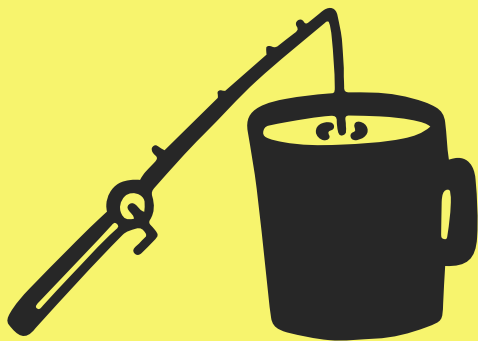
**above all, we care about
people, inside and out.
people are emotions,
emotions are actions, and
actions are powerful.
we are not after super people
or superpowers, we are after
the simplest and most
singular of powers in people.**

**now
that
you're
here.**



**we don't expect you to be
anyone or anything but
yourself, own up to who you
are and bring it out at your
own time and comfort. don't
worry about making
impressions, we don't care for
that. just be, and show us who
you are through what you do.**

**come
as
you
are.**



**the day you start, you are not
a mere employee; you are
family. we didn't hire you, we
welcomed you into our circle.
here, you are not defined by a
title or a skill. you make,
change, explore your
definition as you see fit; we
accept that, we expect that.**

**indivi-
duality
rules.**



**we appreciate singularity and
confidence in character.**

**still
we
come
together
as
one.**



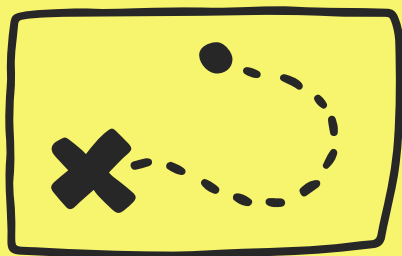
we are all different from each other, drastically, you might say, yet we come together like pieces of a puzzle to form the full picture.

**the
only
stairs
are the
yellow
ones.**



**hierarchy and mountain
structures are not for us. we
work together, all in on
everything, from general
management to interns, you
can reach anyone, anywhere,
and at any time, all you have
to do is walk up to them.**

**simple
words,
naked
truths.**



**agile? what's wrong with
saying flexible?
we are in the communication
business; it is for humans.
say what you want to say,
strip your words to their
rawest format, you don't need
to bling to express or impress.**

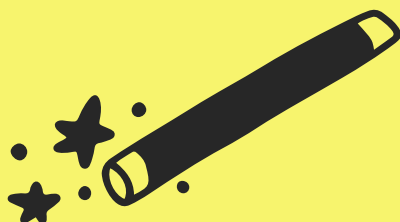
**call
me
by
my
name.**



**people are more than what
they do. people around you
are not tools, he is not an art
director, she is not just a
copywriter so when you
address someone or ask for
their hand in something, keep
that in mind.**

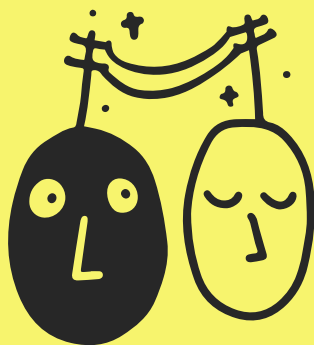
**do
not
make
promises**

...



**don't bite more than you can
chew. don't over-promise or
under promise. and if you
can't make it in the next
15mins or meet the deadline,
don't promise at all. your word
is your shield don't lose it over
empty promises.**

**we
are
not
perfect.**



**we have problems, for sure we
do, we are humans. but the
only problem we don't have is
bad people. that is for sure.**

**we all sing different tunes, but
under the same frequency.**

**caterpi-
llars
before
butterfl-
ies.**



don't be intimidated by the people around you, it will stall your growth, instead observe and learn. no one expects you to be the best in your first two seconds, take it slow... not too slow, though.



B.

find

meaning.



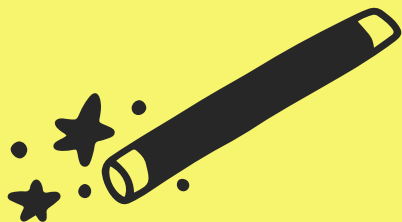
**there's always something big
or small waiting to be
discovered; something that
can make all the difference
between just doing something
and believing in something
while doing it. we are here to
find the meaning to things, to
find the impossibility in
creation, and create.**

**don't
just make
points,
connect
the dots.**



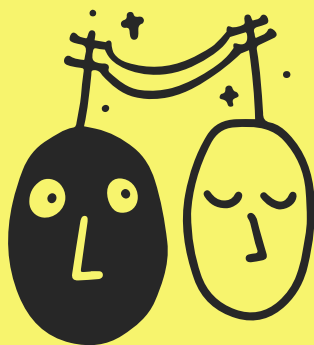
**it's great that you have a point
of view, but it's unnecessary
to inflict it on someone, in or
out. sometimes the smarter
thing is to drop making a
point and start connecting the
dots to see the bigger picture.
we are in the communication
business after all, so
communicate.**

**catch
ideas not
disappoi-
ntments.**



be relentless in your pursuit of something new, it is hard, and it is tiring but it is worth its while. don't be quickly disappointed, and don't give up, you never know you might be one step away from the big next thing.

**don't
tread
softly.**



**be chaotic, be curious, be
courageous, but be consistent;
it is essential for those
working with you and around
you to feel safe along the
process.**

**have a
doubt, &
give the
benefit
of the
doubt.**



**don't judge fast, and that goes
for everything. a new family
addition, a new client, an
original brief, or wall paint,
whatever it is... give it time to
unfold.**

**have
the gut
to fail,
& fall
forward.**



whatever that means.

**don't be the
organization, be
the
partner,
the
person.**



**have feelings, you are not a
status, go around approaching
everything you do with a
personal sense, and a
personality.**

**the
simple
ideal.**



**big ideas, big ideals come
from simple approaches, take
that road, always.**

**and the
award
goes to.**



**you won't get an award for
everything you do, but there's
a reward in all that you do,
make sure to get that.**

**make it
“award
winning”**



**you'll hear that a lot. but let's
be honest, not every idea will
be an award-winning one, and
it's not what we care about,
we care about making every
idea and every project work
for us and our partners.**

**it's okay
to kill
your
babies.**



**harsh, huh? but real, not all
your ideas will live long
enough to see the light, be
okay with that.**

**challe-
nge until
you can't
challe-
nge any-
more. 🍷**

**ask how things are on the
other side, always!**



C.
do it
with
feeling.

**why
so
serious?**



surround yourself with good energy, your energy drives your feelings which drives your performance. you don't have to show up with a 10 meter smile on your face, but don't show up with a two-street long frown as well, feelings transcend, and are contagious so make sure to have the better ones.

**better
laugh
harder.**



**your work is personal, and
that's ok. but don't take every
comment, every critique
personally, it will keep you on
edge all the time, not the
good edge. have a sense of
humor and acceptance, laugh
things out and move forward
quick.**

**snap
out
of it.**



**there's a 99.9% chance that
your work will be rejected at
some point, don't sit at the
curb and rue the day, snap out
of it, everything is a fast pace,
pick the pace and move.**

**one more
time,
with
feeling.**

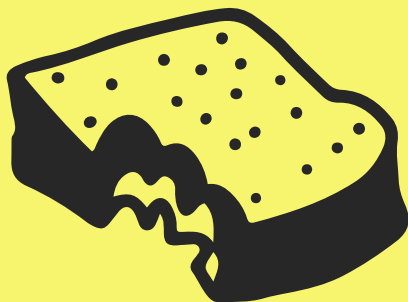


**be ready to repeat, redo,
rework, rethink, reimagine, be
prepared to re-anything at any
time, and when you do it, do it
with feeling.**



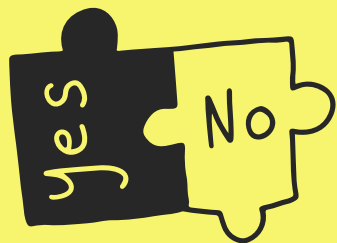
D.
stay
away
from the
corners.

**take a
bigger
bite.**



**challenge yourself, and don't
wait to be told, initiate your
progress.**

**discussi-
ons over
argume-
nts.**



**it's essential to have your
opinions heard, and it's okay
to change them along the
way. keep your mind open for
new ideas, new insights and
discoveries. choose to listen.
discussions might change
your course of thinking,
arguments will get you
heated.**

**there's
enough
light to
spot
every-
one.**



**standout, and share the
spotlight. be grateful, and give
credit where credit is due. the
best individuals and the best
teams are those who
encourage each other and
aren't afraid of the successes
of others.**



E.
uncover
your
power.

a space for you to soar and roar

space in.

**the workplace is very
important, care for it
as if it's your home; it
is your home.**



**leave a mark around,
not a mug.**



**personalize your
space and add a
touch to the
office. but make it
the right touch,
don't leave around
what you need to
trash, wash, or
crash, no one else
would need it.**



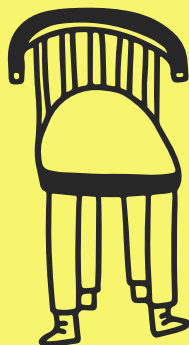
**dopamine over caffeine
but who are we
kidding, coffee is just
another part of the
team.**



**we order in masses
there's always a call
out for food or coffee
orders somewhere
around the office,
pitch in, and pitch in.**



**storage rooms
you'll find with time
that this is the only
hideaway, use it
discreetly.**



**toilets are not for
naps or stretches,
you'll be timed, 15
mins per person.
joking... but
seriously, don't take
an hour there, you'll
be met with wide
stares.**

Aha

**the footnotes that you
should read before you
put on your running
shoes.**



**we won't fool you, it
gets hard sometimes,
and we know all the
waves of emotions
that could pass.**



weekends

**who? weekends what? kidding.
those days are so important and so
fun... once you get to experience
them. kidding, again. no really, we
value our days on the job..! we
meant to say our days off... you
know what, let's leave this out of
print for now.**



once a bolder always a bolder.

blockage.

sometimes you'll hit a wall, there are many, and everyone will tell you that you can pass through, and you won't believe it... you'll figure that out, nothing to add here.



frustrations.

**what's perfect? exactly! nothing.
unless you are looking at the
street 2 hours after 6, that looks
perfect, even with a jam.**



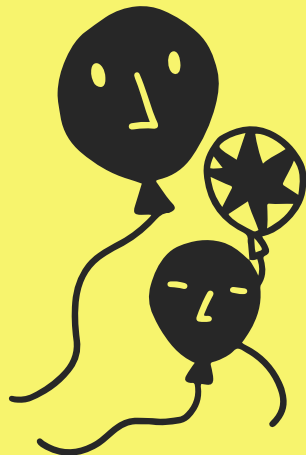
attempted resignations.

**look around, every single
person around you tried to quit
before, from the chirpies to the
frownies. we want to stop
sometimes. ehm, but we don't
leave. we start over.**



**we don't let go
easily...**

**we don't let go. but we move on
bolder.**



we work together.

one unit.

**our process is not linear; it's not
an a to z kind of thing, it's some
kind of a scrabble; it's bizarre and
dynamic, and it works for us.**

small teams

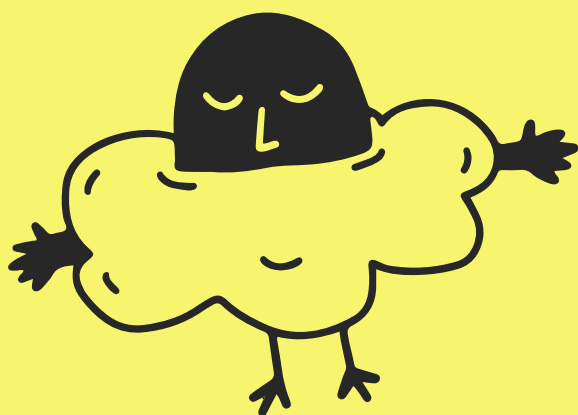
**distractions are all around, so we
built our own system of focus. we
work in teams; the smaller, the
better, the bigger the ideas, the
faster the clicks.**

in other words

**we don't follow, we lead, and
support each other through the
whole process.**

**don't be traumatized by the
change.
find comfort in those who work
on your team, but don't make it
your singular comfort zone.
change is always on the horizon,
equip yourself with flexibility.**

**you don't answer to clients,
instead, you find the answers
with them. our clients are part of
our team; they know the ins and
outs of our work process and
chain of progress, be comfortable
with that.**



who is doing what.

**so now that you know how
we do it, let's tell you exactly
what we do. not exactly.**

**magic
makers.**

creatives.

**here is where worlds are created,
where ideas take their first breath.
here are the creative directors, art
directors, copywriters, designers,
production specialists, photographers,
technologists.
here is where all the colors of the
rainbow meet.**

**so what is it that we do?
we dive into brands and innovations;
we build an understating of our
partners, their visions, and their
briefs.**

**we develop and translate new
languages for communications,
visually, lyrically, and conceptually.**

**relation-
ship
builders.**

client servicing.

**here's where worlds collide into some
perfect fusion.
here's where relationships are formed,
and bonds created.**

**so what is it that we do?
we stand at our agency's front lines,
ensuring what gets in and out
represents bolders and their partners.**

**we drive stronger connections
between our in and out, and we make
sure that everyone involved is
satisfied.**

**compass
holders.**

strategists.

**imagine trying to imagine new worlds
before they come to life. well, that's
what happens here.
here are the directions, the founders
of roads undiscovered.**

**so what is it that we do?
we set visions and trends, device new
models, ensure the activity of every
brand's pulse.**

**we build new ideals, discover the
faults and defaults in brands, ensure
the health of the brand, and keep it
moving up.**

the caregiv- ers.

human resource.

**here's where your welcoming starts;
this is where we first meet, the first
step into every borders' path.
need care? good news? frustrating
news? a complaint? an idea? got a
boost for the culture? here's where
the magic and the maintenance
happens.**

**so what do we do?
we scout for talents to bring our
family; we maintain the growth and
the health of our internal flow.
we anticipate the needs before being
asked for, we care and cater for.
we make your life easier and more fun.**

**the
guardians.**

finance.

**here's where all the money goes,
flows, keeps, comes and goes again.**

**so what do we do?
we make sure every penny goes
where it belongs, no delays.
we make sure the money flow is
flowing at all times.
we are the agency's bank.**

