CONNECTOR

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Experience design (XD) is the practice of designing products, processes, services, events, omnichannel journeys and environments, with a focus placed on sparking conversations, the quality of the user experience and creating culturally relevant solutions.

WHAT WE DO?

An emerging discipline, experience design draws from many other disciplines including design, information design, brand strategy, storytelling, marketing and design thinking.

WHY WE DO?

To lead the way with **fearless innovation** and **collaboration** to **achieve success** with ideas that inspire us all to grow exponentially.
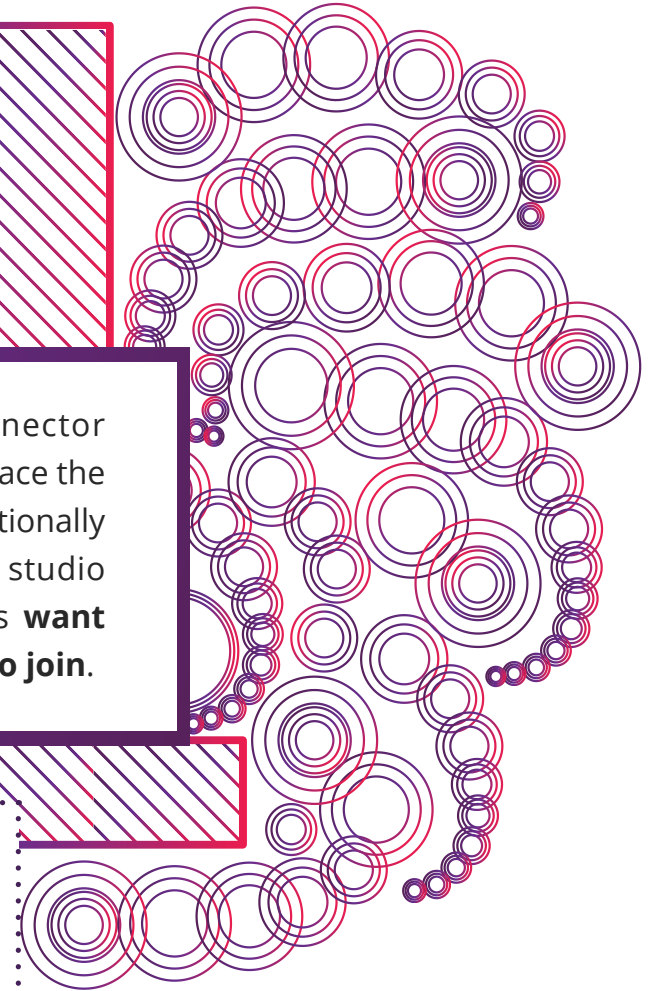
HOW WE DO?

All members of Connector must epitomise and embrace the culture to create an internationally recognised innovation studio where people and clients **want to stay** and others **want to join**.

Connector has a unique culture based on palpable energy, entrepreneurial spirit, hard work and fearless ideas.

WE GET AUTONOMOUS

You're given an incredible amount of freedom and autonomy at Connector. That goes for everyone – yes, including interns. It's up to you to figure out how to approach a problem. No one is going to make you do it their way. We know that sounds great, but here's the rub: with freedom comes a ton of ownership and responsibility.

Can you imagine coming to work each day and not caring? We can't.

Life is easy when someone is telling you what to do. It's also boring and it prevents you from being invested in what you're doing. Since you control your destiny here, you'll likely be more emotional about your work. We believe that's better than the alternative.

WE WORK TOGETHER

Our flat structure calls for it by necessity. Being a leader may feel unnatural at first, but we expect everyone to step up and own part of the project.

It's kind of like playing basketball; when someone passes you the ball, you're in charge of what to do with it next.

Some of our favourite things we've ever made weren't client work at all. One of us had an idea and they made it real. The Snapys Awards or Chrome #LoveWins for example. Some companies assign a number for how much time you're allowed to spend on side projects.

WE <3 INTERNAL PROJECTS

We know if it matters to you, we will kickstart it together in our innovation hackathons and you'll make it happen.

WE ARE ALL STUDENTS

We share and learn from each other, daily. And while we don't expect you to hold anyone's hand, we encourage you to be a mentor as much as possible.

Maybe you'll learn something too!

This has nothing to do with seniority. We all snatch the pebble from each other's hand. The idea of a student becoming teacher and teacher becoming a student is one of the greatest aspects of what we do.

WE ARE ALL TEACHERS

WE KNOW HOW WE LIKE TEAM RELATIONSHIPS

What hinders us:

Bullshit - Drama.
When people don't do their own tasks to a **high standard.**
Lack of communication
(Work styles, expectation, deliverables, deadlines)
Not owning their own problems.
Bad Feedback.
Feeling *dismissed* and *underappreciated.*

WHAT ENABLES US AS A GROUP

- Support
- Team work
- Clear briefs
- Being personal
- Being able to grow
- Reassurance

OUR EXPECTATIONS OF ALL OUR PEERS

- Trust
- Respect
- Empathy
- Clear communication
- Honesty
  without being a lil' bitch.

WE SEE FEEDBACK AS A GIFT

We believe we will learn faster and be better if we can make giving and receiving feedback less stressful and a more normal part of work life. Feedback is a continuous part of how we communicate and work with one another versus an occasional formal exercise.

However we are very mindful of five simple rules when giving feedback:

Ask Permission

People need to be in the right mental state to receive the gift.

Empathy

Try to look at the issue from the person's perspective before speaking

Be Specific

The best feedback comes from specific situations backed up by examples.

Don't make it personal

It is not about the person as a whole, don't make people feel attacked.

Give Direction

What would you like to see your peers doing more to solve this issue?

WE DEAL WITH CONFLICT

We've found that the best breakthroughs happen when people can have a good, passionate argument about an idea or situation, not when they spend weeks tiptoeing around each other. Don't be afraid to speak your mind.
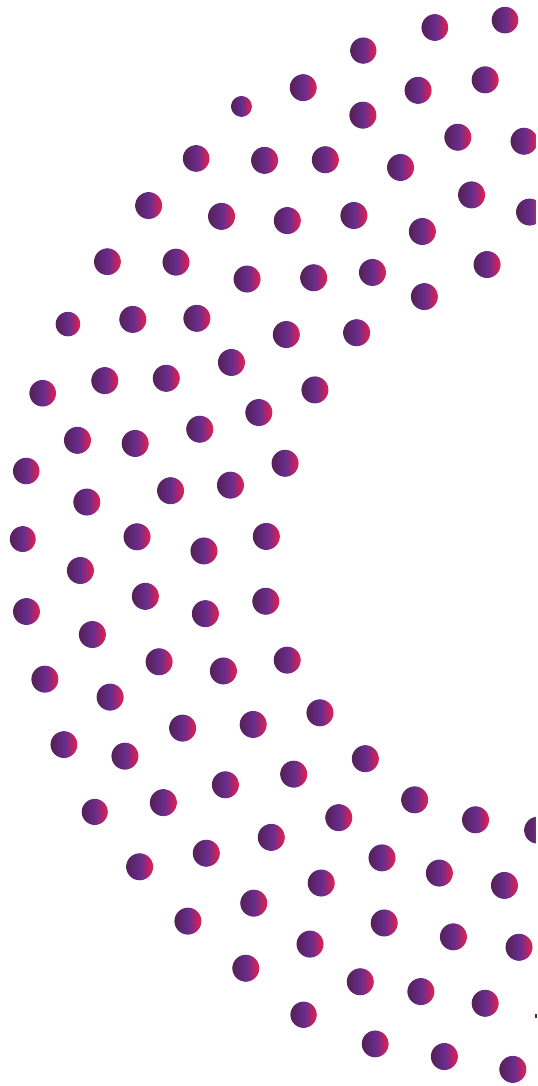Just be honest and respectful.

Our rules to dealing with conflict are simple:

You only say things about people you say to their face
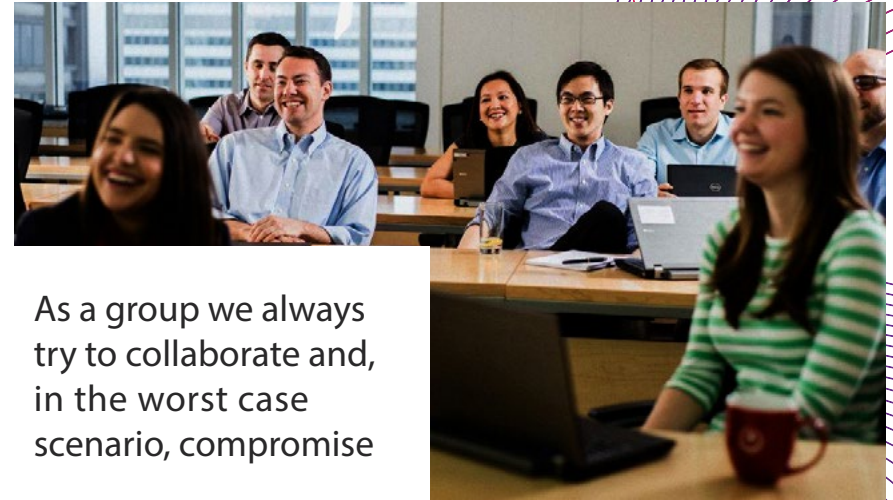
As a group we always try to collaborate and, in the worst case scenario, compromise

With clients we always collaborate, compromise and if possible accommodate, but never compete or avoid

We believe in being lifelong learners and growing together, to exercise our learning muscles we reflect by picking apart complex experiences, tasks and projects so that the successes can be repeated and the failures can be avoided in the future.
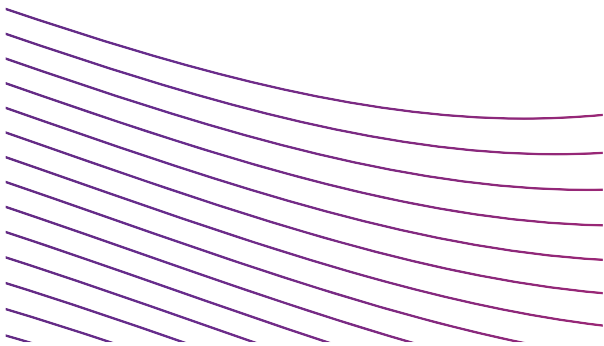
WE ARE LIFELONG LEARNERS

At the end of each month you need to provide a learning diary with your invoices to share with the group what you learned.

WE SHARE ALL INFORMATION

Our default is open. We make information easily accessible and open by default. From clients' bills to salaries, to everything. We believe in transparency. Transparency ensures that everyone who is working towards the future we desire to create can benefit from our work and thinking.

Very few companies will go as far as we do in this regard. Many will see this as unsafe, especially since we add things we've paid, creative IP and the details of our business (our bank balance, for instance) to this folder. But we're working to creating an open studio and openness is sometimes a scary place. We're out to prove that it's not so scary after all.

We model ourselves on being a team, not a family. A family is about unconditional love, despite your siblings' unusual behaviour. A dream team is about pushing yourself to be the best teammate you can be, caring intensely about your teammates and knowing that you may not be on the team forever.

WE ARE A TEAM

We work hard to become a dream team - one in which all of us are extraordinary at what we do and highly effective collaborators. Together, we foster collaboration, support information sharing and discourage politics.

On our team, there are no "brilliant jerks". The cost to teamwork is just too high. Our view is that brilliant people are also capable of decent human interactions

Over the years, we have been proud to see Connector connecting a vibrant community of creatives, makers, movers and shakers.

WE RUN EVENTS AND PARTY TOGETHER

Since 2007, we have connected over 80,000 people through our various events, open training sessions and creative hackathons. The events and nights out are an important part of our culture and a great opportunity for bonding.

HOLIDAYS

Our vacation policy is "take vacation". We don't have any rules or forms around when you should/can, use your good judgment, flag things with the team in advance and come back with fresh ideas, and encourage the rest of the team to do the same.
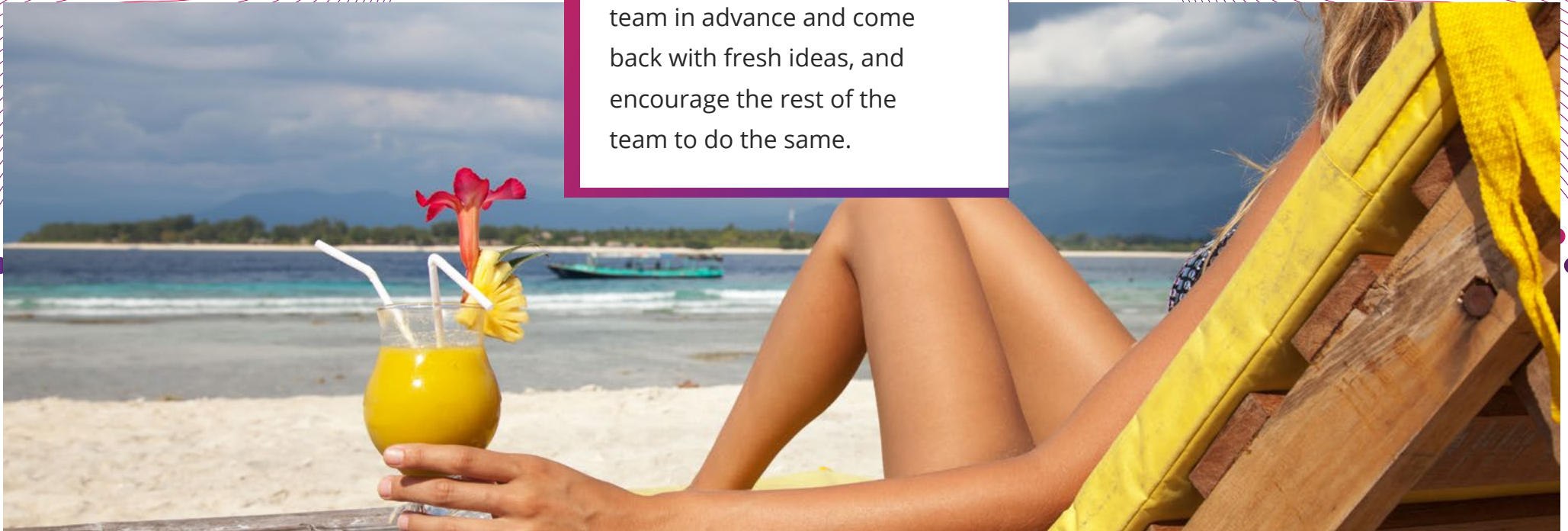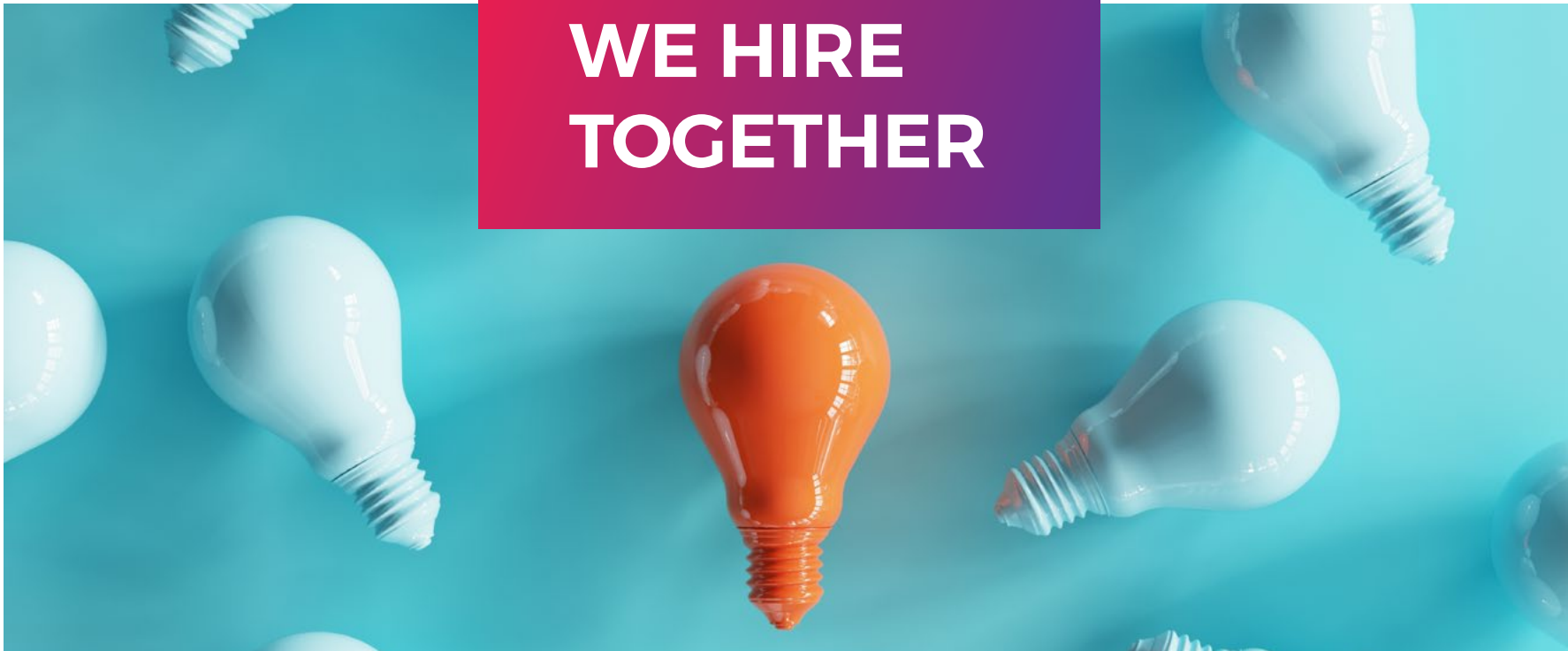
CLOTHING

We also don't have a clothing policy, but no one has come to work naked...yet!

In our hiring process, cultural fit is as important as skills, after the trial period the team gets together and makes a decision as a whole if someone should be kept or not. We always provide feedback and the opportunity to act on it.

WE HIRE TOGETHER

WE DISMISS WITH FAIRNESS

Getting cut from our team can be very disappointing, but when dealing with situations like this, we promise fairness in the process. We will always be free from bias when making difficult decisions to meet the company needs.

Redundancy: The reason will be stated with examples and access to all documents backing up the situation, we promise that if this situation happens we will make clear the financial position we are in, examples of lack of work to your current specific skills, reorganisation within the structure which makes sense for the company etc.
Everything will be communicated, with at least one month notice given.

Capability, Competence, Qualifications, Conduct: We will give you a reasonable opportunity to improve before proceeding with disconnecting you from our team.

We will offer you a reasonable explanation from the company's point of view and support your transition into a new role as much as we can.

IS THIS A DIGITAL AGENCY?

People used the word "digital" as a prefix in the days before digital devices pervaded every part of our lives. We're beyond that now and saying "digital" is something our grandparents do. We solve business problems and because the things people use are likely digital, the solution will probably be digital as well.
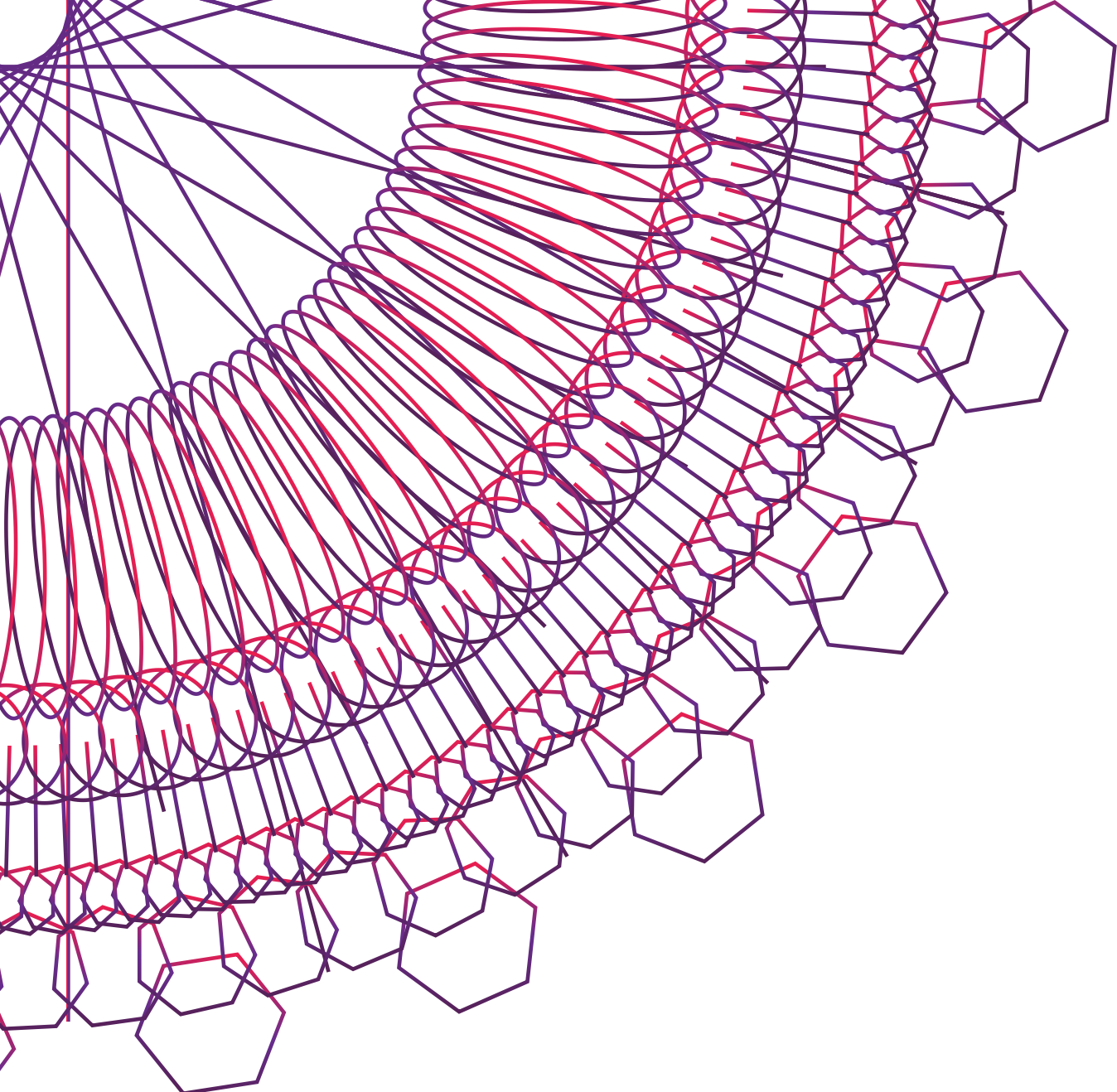
Connector
18 Eustace Street,
Temple Bar, Dublin 2, Ireland
team@connector.ie
+353 1 906 0006

connector.ie