

Things **we value** at Digital Star

People's habits **have**
changed dramatically.

There are organisations
that act **as if time has**
stopped.

The team's culture is formed **organized or not**.

Whether the managers wants a culture or not.

Let's create a place of
common sense that you will
think of with excitement.

This document is a
part of what we are now.

Maybe some parts are
still aspirational.

We strive to make them
real in our agency.

10 things we believe in at Digital Star

1. Before undertaking anything, answer the question „Why?“

The answer to the question 'Why?' will help us understand the real problem that needs to be solved.

Understanding the reason why we are doing something can lead us to a situation where the most appropriate move is suggesting a change in the requirement of our coworker or client.

It is human nature to be reactive. We do not always find it natural to ask ourselves 'Why are we doing this?' before taking action.

2. Learn by yourself and be curious

You will have **access to online trainings and the agency's working processes**. If you want a book or an training that you do not already have access to, **communicate this to the agency management and we will look for solutions**.

In an industry where technology constantly changes & many of the platforms we work with, **trainings are not enough**.

In order to always be up to date with news, **it's ideal to stimulate your curiosity and inform yourself**.

People who perform well usually **learn on their own** - from experience, observation, from discussions or by reading.

3. Respect and team spirit

Everyone has a voice at Digital Star. Listen carefully to understand others' perspectives. Don't react quickly.

Treat people in the agency and clients with respect, regardless of their position in the company or disagreement in a discussion.

We encourage communication in any situation. We expect you to communicate clearly and concisely both verbally and in writing.

Every problem has a solution that can be found within the team by discussing it.

4. Constantly create value for our clients

The word **CONSTANT** is important in this context. The expectations are to bring value to every project.

If we deliver well today but fall short in the next project, we will disappoint the people we work for.

We understand the client's problem and find a solution that helps them achieve their business objective.

5. We offer our clients the same advice we would offer to our best friends.

We offer **advice** and recommendations to the organizations we work for **as if they were our family**.

We **spend** the money made available by our clients **with the same responsibility as we would use our best friend's money**.

We ask ourselves every time we have a budget for a project: '**If this were my business, what would be the most efficient way to use this budget?**'.

We tell them the truth, even if it's not exactly what they want to hear.

6. We first hire for character, then for abilities

When we hire, we put people's character first, then their professional skills.

Qualities we are looking for:

- + Humbleness
- + Efficiency
- + Adaptability

Humble: Aware of their value, they treat people with respect. Most often, the best people in their profession are confident, but not arrogant.

Efficient: Always find solutions, act quickly, and have a sense of responsibility. They can be intelligent and humble, but if they don't find solutions to move things forward, we won't be satisfied.

Adaptable: Advertising, technology and the situations our customers find themselves in are changing rapidly. Our employees must be open to frequent changes.

7. We look at life and work together. Not life vs. work

People who are satisfied with their life do a good job at work.

If the workload and stress are at a high level for a long period of time, people start to lose desire to do a good job.

We do our best to balance individual freedom, free time, and office tasks in a harmonious way.

8. Execution is just as important as the idea and strategy.

An agency appreciated by its clients is one that **creates the right strategy and ideas, and then implements them excellently**. This way, it will produce the expected results for clients' businesses.

The benefit for the client comes when a good strategic thought becomes a reality. Without consistent execution, thoughts and ideas do not produce the expected results.

The difference between success and failure is precisely this mix between strategy, ideas and execution.

9. We don't do projects just for awards

We like to win awards at industry festivals, but **we don't make projects with the purpose of winning awards.**

We make projects to solve a client's business problem. If we happen to win awards with these projects, we are happy.

"We will measure our success by asking ourselves '**Did our project help solve the problem for which the client hired us?**'"

Example: in the music industry, artists don't care that much about prizes, but mostly about how many records they manage to sell. Advertising seems to go sometimes in the opposite direction. Many people in the industry declare themselves *creatives*, not for achieving business objectives, but to win awards.

10. Change is constant at Digital Star

We observe changes in people's behavior and the direction their attention is heading.

We constantly adapt what we do to the reality we live in.

We don't live in the past. We are constantly a 'Work in progress'.

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Any feedback is appreciated.

You can tell us your opinion / suggestion at contact@digitalstar.ro

We were inspired by:
Bigspaceship, HubSpot, Netflix