

Launch

The happy performance agency

The Launch Way

Your culture handbook

The Launch Way



This is your culture handbook. The intention is for you to take the elements you need, incorporate them into your branding, and share them with your team in your preferred formats: i.e. SharePoint, your website, and proposals. The parts highlighted in green are ready for you to copy and paste directly into those external assets 😊



Welcome to Launch, the happy performance agency, where we strive to create a joyful culture where our people are empowered to do their best work. We are a company that is built upon a foundation of fun, accountability, impact and growth, and we believe that by enabling our people to work autonomously, we can truly be the happiest performance agency.



This handbook is designed to provide a comprehensive guide to our company culture, including our values, purpose, and mission, as well as the rituals and practices that support them. We hope that it will serve as a useful resource for all members of our community, from new hires to seasoned veterans, and it will help to inspire and empower you to achieve your full potential.



Our Purpose

Powered by Happiness 😊



Our Vision

Empowering happy companies to create happy customers



Our Mission

To be the happy performance marketing agency by 2026



Our values

This section presents Launch's four powerful values, along with the supporting behaviours that bring them to life, and the behaviours that undermine them, from both internal and external perspectives.

 **What are values?** Company values are a set of guiding principles that define our culture and behaviours, as well as how we interact with each other and make decisions. They help us create a sense of community and belonging, and serve as a framework for problem-solving, ensuring that the actions we take are consistent with our purpose, mission and goals.



Happy to Own It.

Embrace ownership. Of your work, your actions and your results.



Happy to Grow.

Be inquisitive. Listen intently. Learn often. Push Boundaries.



Happy to Create Impact.

Use your time to create better – for our people, our clients and our community.



Happy to Play

Enjoy your time.
Nurture relationships,
create joy and have fun.



Happy to Own It.

Embrace ownership. Of your work, your actions and your results.

+ *How we think about this*

We believe that everyone has the ability to do great things if they're given the tools, knowledge and support to work autonomously and take ownership. At Launch we provide our people with the opportunities and experiences to take the lead.

What this means in practice:

▼ Internal perspective

How we treat each other internally, and guides how we communicate and collaborate.

Good day behaviours:

- Providing guidance and encouragement for everyone to lead, regardless of their experience or seniority
- Setting clear objectives and ensuring others understand our expectations
- Taking accountability of our actions and results, both individually and as a team
- Understanding our own strengths and weaknesses and the impact it has on others
- Providing others with the trust and tools they need to feel empowered and work autonomously

Bad day behaviours:

- Forcing others to lead when they don't have the experience, knowledge or tools to do so confidently
- Failing to set clear goals, priorities and expectations and being unclear or inconsistent in how we communicate them
- Blaming others for our mistakes and not acknowledging our own shortcomings
- Failing to acknowledge when we might need support and shying away from asking for help
- Micromanaging our team mates, and not providing them with the information or tools they need to do their work effectively



Happy to Grow.

| Be inquisitive. Listen intently. Learn often. Push Boundaries.

+ *How we think about this*

In an ever-evolving world, our industry is undergoing rapid transformations, with a constant influx of fresh ideas and opportunities every day. At Launch, we thrive on perpetual curiosity, eagerly embracing new challenges and fostering a creative environment that enables us and our clients to become true masters of our craft.

What this means in practice:

▼ Internal perspective

How we treat each other internally, and guides how we communicate and collaborate.

Good day behaviours:

- Ensuring everyone has a voice and is listened to
- Prioritising, investing, and protecting time and resources for learning opportunities.
- Listening generously and encouraging others to share
- Being open minded, embracing ideas and encouraging creativity
- Creating spaces where it feels safe to share ideas and to ask "silly" questions
- Sharing knowledge and experiences to enhance the expertise of others
- Ensuring recognition and feedback is inclusive and compassionate

Bad day behaviours:

- Dominating conversations and not listening to other people's input
- Regularly sacrificing learning and time to share knowledge due to being "too busy"
- Speaking over others and shutting down conversations or ideas
- Being too busy to make time for sharing ideas, having fun and encouraging creativity
- Mocking or belittling others who share their early ideas
- Keeping knowledge to ourselves or limiting it to those who are in close contact
- Providing praise or feedback that is bias, non-constructive and exclusionary



♥ Happy to Create Impact.

Use your time to create better – for our people, our clients and our community.

+ *How we think about this*

At Launch, we believe in the power of collective action and creative collaboration to drive meaningful change. We are on a journey to make a difference, fuelled by our genuine commitment to create a better world for those around us.

What this means in practice:

▼ Internal perspective

How we treat each other internally, and guides how we communicate and collaborate.

✓ Good day behaviours:

- Supporting each other collaboratively when we need assistance with tasks
- Taking care of yourself so you can bring your best self to work
- Recognising when someone is busy and offering them support
- Continuously exploring how you can add and deliver additional value
- Regularly reviewing and considering the wider impact of our work
- Ensuring clarity and alignment about the desired outcome and the impact we want to have
- Practicing self-compassion; recognising and sharing your own achievements and the impact you're having

⊘ Bad day behaviours:

- Ignoring the needs of others, or not showing empathy for their needs
- Working yourself too hard and neglecting your own wellbeing
- Ignoring the priorities or workloads of others and requesting more from them
- Demonstrating a fixed mindset; believing that ideas, people or community cannot grow or develop further
- Defaulting to "we're doing enough" and ignoring the bigger picture
- Being fluffy, or inconsistent on what impact means to us and simply following the crowd
- Being arrogant or egotistical, and ignoring the contribution of others in team efforts



Happy to Play

| Enjoy your time. Nurture relationships, create joy and have fun.

+ *How we think about this*

We're committed to cultivating joy in our daily lives. We understand the profound impact of play and use it to foster inclusivity, forge stronger connections, and create happier experiences for all.

What this means in practice:

▼ Internal perspective

How we treat each other internally, and guides how we communicate and collaborate.



Good day behaviours:

- Finding joy, even in the tougher moments
- Looking for ways to build play into the everyday to create connections and nurture relationships
- Reading the room and recognising the time and place for play
- Using play to create inclusive environments and experiences for our team mates
- Exploring new ways to enhance our energy and bring creativity to our work



Bad day behaviours:

- Indulging in toxic positivity and failing to address or make space for the tougher moments or emotions
 - Defaulting to what we know, for fear of making a fool of ourselves
 - Ignoring signals and situations and forcing purpose-less play upon people
 - Engaging in banter that targets or excludes others
 - Getting caught up in traditional agency approaches and ways of working to avoid embarrassment or failure
- 
- 