## Welcome to the world's most influential industry.

We believe that everything begins and ends in media. Digital technology is changing everything – from how to sell a deodorant to how to topple a dictatorship. As marketing evolves from structured campaigns to a series of conversations between brands and consumers that are measured instantaneously, brace yourself for the ride. Keep learning. Keep challenging yourself. Get ready for constant change.

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# Our Core Values & Beliefs

- *Core Values*
  - Speed – Respond first, act fast, support each other
  - Teamwork – Collaborate, Trust, Produce
  - Provocation – Have fun, be creative, push to activate on new ideas

- *Core Beliefs*
  - Everything is Science
  - Speed, speed, speed
  - Brands must be culturally relevant

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At Mindshare people aren't 'resources'; they are Mindshare.

Our success is based on our people and their ability to work as a team, with speed, and to provoke our clients into world class ideas.

We expect you to be people, with human issues, flaws and brilliance.

That doesn't mean that we don't demand great performance or that we should tolerate mediocrity, but it means we don't expect you all to be the same, act the same and want the same things.

A great team has different skills, experience, outlooks and ideas.

We aim to ensure that the mix works for our people, and for our clients.

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## Speed

We need the best people to win; we all know that.  But you also need speed. And not just being fast, but being smart at the same time.

We want to make sure we get the right people, in the right job, quicker than anyone else.

We are committed to giving you a creative environment to flourish and making sure they have the best training to stay ahead of the competition.

Speed is critical in our business. We expect you to be fast too, acting on and solving problems for your clients and colleagues, every day. We won't keep you waiting either.

It is <u>all about speed</u> when you want to win.

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## Teamwork

Thinking of employees as people changes the way you do everything; recruit, manage performance and focus on development.

You stop simply utilizing ‘resources’ and start inspiring people to do amazing things.

Hiring, training and understanding our employees is extremely important.

We don’t like losing team members when they leave, and we want to make sure that everyone at Mindshare is happy.

Because when we are happy, we can do amazing things.

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## Provocation

We don’t want you to follow all the rules.

Nobody likes chaos, so sometimes that does means you have to dress a particular way, be in a particular place or work at a specific time.

Often, though, those aren’t the most important things.

We encourage you to reinvent the rules and provoke great ideas.

That means less policy writing, less telling you how to behave and where to be, and more helping you to be brilliant.

You are the agents of change for our clients.

# Helping You to be the best You

- We listen to the priorities of our workforce and use new, innovative development approaches and technologies to create a culture of learning and enhance the enterprise's collective capability and productivity.

- Some examples of our programs and learning opportunities:

| | |
|---|---|
| Online Training Modules | Digital & Data-focused learning |
| Media Foundations | Media Tools & Sources |
| Systems Training (e.g. MediaTools) | Microsoft Office Modules |
| 1st Time Manager Program | Mentoring |
| Google Certification | Facebook Studio Edge |
| Clear Promotion Criteria | Path to MD Program |

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We take our people matters seriously but not ourselves too seriously. We will recruit the right people into the right jobs quickly.

We will give you a supportive and creative environment to flourish. We will train and develop you to stay ahead of the competition.

We will treat you like people, try to make you happy and keep you with us. We will encourage you to create change and break the rules.

It’s all about Original Thinking, underpinned by Speed, Teamwork and Provocation.

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"This is **MINDSHARE**. We **BELIEVE** that **EVERYTHING** begins and ends in **MEDIA**."

– Nick Emery, Global CEO

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