



*seventeen*  
*two*

# CREED

1702's Culture Manifesto

# WHAT IS CREED?

- **Creed(noun) is a cult.** A cult by definition is known to have very similar traits who march ahead towards a singular goal.
- **Creed is a community.** A community works in sync to achieve professional goals of their peers and justifies the mission statement every day.



# WHO CREATED CREED?

- Creed is made by the values defined and demonstrated by the founders and core members of 1702.



# WHAT IS 1702?

- 1702 is a community of passionate drivers of marketing, creativity, business strategy and analytics.





## WHAT ARE THE USP<sub>s</sub> OF 1702?

- It is an organization which is built of **great colleagues**
- Our founders were investment bankers, lawyers and business strategy consultants who brought an **unconventional perspective** to marketing
- In terms of revenue, they managed to make 1702 one of **the fastest growing companies** in its sector in India
- 1702 achieved within **30 months** of starting up what its **peers** achieved in **5+ years**



# WHOM DOES CREED APPLY TO

- **A.** Creed applies to our full time team members.  
Definition of team members: Team members are employees with whom 1702 has signed a full time agreement.
- **B.** Creed is what our prospective team mates read when they wish to work with 1702.

**A Company is known by the people it hires, rewards, promotes and also by the people it lets go**



# VISION OF 1702

- To continue being the fastest growing advertising agency in India
- To empathize with and add value to clients' marketing goals
- To build 1702 as one of the best brands whose essence and USP is its impactful work.





# MISSION OF 1702

To Wow clients through our delivery.





Many individuals start out with being exceptional.

As they grow, two bugs called **mediocrity** and **nonchalance** bite them along the way

Exceptional people hate mediocrity.

If you're joining 1702, **you aren't average**. We expect you have to high goals for yourself and your team.

# 11 TENETS OF CREED

Tenets of **Creed** are non-negotiable. They are aligned to our vision

1702 is NOT a perfect fit for everyone, so please read the following Tenets carefully

If you're a part of the cult of 1702, you agree to be bound by the following 11 Tenets



# 1. COURAGE

- You have the courage to dive into 1702 and aim for exponential growth of yourself and consequently of 1702
- You understand that exponential growth does not come with being in the comfort zone
- You understand that getting out of the comfort zone is an ongoing and not a one-time activity
- You have the courage to grow a young company into a brand versus going and working with an established brand of agency



## 2. YOU ARE AN HR

- We want ALL of you to be HRs so that you can mind yourselves
- We want you to match up to the pace of work at 1702 and not give us any
- We want you to not leave it to the HR department but proactively understand the needs, problems, gaps of your team-mates and even actively try scouting talent for your team
- If some colleagues are not delivering due to reasons beyond control, we expect the rest of the team to come together and re-enforce the tenets of Creed
- We want you and not just the HR managers to percolate Creed into new inductees from day 1



### 3. BEYOND KPIs

- You are someone for whom KPIs are just pointers and thought starters
- You understand 1702's goals and try and align yours with it
- Your passion for your work is infectious and inspiring
- You do not just like satisfying but **delighting** clients every day
- You personify relentless in outdoing yourself every day without fail



## 4. OPINIONATED

- You are not scared to speak out, discuss, and communicate your opinions
- Your communication is clear, precise, and well articulated
- Your opinions are backed by data and logical rationales
- While you are opinionated, you are also open to learning, unlearning and admitting mistakes
- Ask questions, give inputs and work around it, a simple 'why' never did one wrong.



## 5. CHALLENGING WITH HUMILITY

- You like questioning the way certain things are being done in the 'industry' wherever warranted
- You not only challenge prevailing assumptions but also offer better alternative solutions through primary and secondary research
- You question your seniors on the **whys** whenever you're allotted a task
- You understand the context of a certain requirement, you understand the root of an 'urgent deadline' and discuss the reasonability of it with your team and clients if the need be





## 6. 'JOB' HATER

- You are not at 1702 because you wanted a 'job' but wanted insane intellectual and consequently monetary growth
- You want that growth in an accelerated timeframe
- You rebel against the concept of having to wait it out when you have merit



## 7. CANDID

- You are what your colleagues know you as
- You are audacious and righteous enough to say about a colleague on their face what you will say about them behind their backs
- You are honest with your work, especially when no-one's watching
- Idiosyncrasies and diverse styles are fine, till the time you adhere to the 10 tenets of Creed





## 8. MENTALLY STRONG

- You aren't sensitive; you have the courage to take criticism, discordances, opinions, and deal with them rationally
- You know that when you find yourself unable to be true to the tenets of 1702, you discuss it with your team leads and the HR department
- You understand that to enjoy freedom, one has to learn how to control themselves
- Our vision is to increase employee freedom as we grow, rather than limit it
- If 1702 hits a temporary patch, which every company undergoes for various reasons, we want you to have the courage to stick around with it

## 9. FREEDOM

- Defined and water-tight processes is the norm in most organizations
- We have taken a **conscious** decision to **lack** certain processes at 1702
- One of the tenets of Creed is of constant innovation
- A lot of times humans forget to innovate under water-tight processes
- We are demanding of a high performance culture and we hire smart people who don't need processes to be told that have to complete their work
- You are someone who values self-respect of yourself and of others around you while understanding the line between Self respect and Ego



## 10. GOOD JUDGEMENT

- You don't solve your personal interests to the detriment of your team
- You hate selfishness and are absolute fans of teamishness
- Cheat sheet for you is: Customer>team>Individual
- Reiterating, Team>Individual
- You like making NEW mistakes every time. You understand that repeating the same mistake once corrected is uncool.





## 11. EXTREME OWNERSHIP

- You behave as the owner, owner of your work, of your team, of your accounts
- When things go south, you ask yourself, “**What you could have I done better**” instead of finding out where the others went wrong.
- You do not have safety nets. You do not rely on backups, except in times of personal emergencies where you make adequate arrangements for your absence
- You always are the backup for your work. Your senior is not your backup, your junior is not your backup.



We recruit, reward and release people based on the tenets of Creed.

Our best people don't just fit into the 11 tenets of Creed, but further it.

We don't just believe in these values, we bet on them for your and 1702's exponential growth

We want to be proud of the **people we grow**, not just the company we grow.

# WHY IS 1702 SO ANAL ABOUT PERFORMANCE?

- **People** choose 1702 with a certain aspiration of high growth and expect their peers to be self-motivated
- **Clients** choose 1702 over decades old agencies because of a certain differentiated quality, passion, and business rationale we offer in marketing
- We intend to keep up with the above two with the **help** of every new and existing team member
- Also, it fulfills our aim of good time utilization for 1702's team leads—  
Passionate high performers learn rapidly, do not have to be followed up for work and make very few errors eventually