



TOGETHER  
WE  
ARE  
BETTER

# *Flocke* Cultural Manifesto



TOGETHER WE  
ARE  
BETTER

# Our Story

## Two Folk

Friends first, business partners second. Fhoke was born when two (then much younger) guys made it their mission to create great work whilst having fun. The goal was to build a sustainable income by creating meaningful work for good people. It was never about 'taking over the world' or to 'make millions' (although never say never!). It was about enjoying what we did best – being creative.

Ten years on and we've built a business where we hope people want to work, and an agency we know people want to work with. We work with great clients, our studio is busy, and we have a talented team that we believe in. We've been blessed.

## One Shared Belief

We've always believed in one thing – each other. If one of us is busy, we share the load. If one of us is down, we ask why? If one of us has personal issues, we deal with them together. We look out for each other, dig deep when times get busy and always come out on top. A problem shared really is a problem halved, and two heads are still better than one, we encourage you (the team), to share those beliefs.



# Our Culture

TOGETHER  
WE  
ARE  
BETTER





JUST LOOK AT THAT FACE!

## A Family of Friends

We're lucky to have a team of people that not only know their shit but care about being that bit better, creating work that's far from average. A team that goes the extra mile, cares about the work, our reputation, clients, and each other. Our culture has been grown not created. It comes from our people who share the same beliefs and ideas that shine through in our actions. A view that continues to drive our success.



ALWAYS WINNING

## A Team of Doers

Our power is in our people. A shared attitude to work that has helped us to get where we are today, together, as a small (but mighty) team of creatives. We get things done effectively and live by a set of principles that are at the core of our culture.

# Our Principles

## 1 Teamwork

Together we are stronger, more creative, and more effective. Teamwork really does make the dream work.

## 3 Respect

Colleagues and clients are the most important thing in our world. Treat them with the respect they deserve.

## 5 Courage

Be brave – stick your neck out, go the extra mile, and strive to be better every day.

## 7 Vision

Never stop seeing – there's always an opportunity, and there's always good. See the good.

## 2 Transparency

Collaborate, cooperate, and partake. Don't hold back – everyone can benefit from your knowledge.

## 4 Integrity

Follow the rules your dad taught you – be honest, dependable, and strive to put others first.

## 6 Honesty

It's always the best policy. Say things as they are, but with tact and the utmost respect.

## 8 Authenticity

Be true. Be you. Think inward, look outward, and use those ideas to add value to the people around you.



# Our Purpose

TOGETHER  
WE  
ARE  
BETTER

## Creativity First

We believe that creativity matters. We lead the charge with ideas, then design, it's what sets us apart. We'll leave the marketing and SEO to the other agencies. If a client wants something to look and feel special - if they're going to wear their brand with pride, then they've come to the right place.

## Humanising Technology

We're technical too - but we're also human.

Clients come to us for our creativity. Still, they stay with us because we can unravel the mysteries of their technical needs, without the jargon.

The websites we build make our clients lives easier - and in many ways, that's where they get a real return on their investment.



TOGETHER WE  
ARE  
BETTER.

# Our Clients

WHATEVER  
IT  
TAKES

## Who They Are

Our clients are diverse and far-spread, ranging from carmakers to accountants. Their businesses may be worlds apart, but they all share one thing in common – to become kings of their craft. They believe in being better than the rest. They know that design makes a difference, and they know that brand consistency doesn't happen by accident.

## One Goal

All of our clients share a clear sense of purpose – to be the best. Whether they want to be 'the Disney of the accountancy world' or 'the best truck restorer on the planet', our clients care about what they do. They're making waves in their industries, and they are honest and authentic to boot. They know their craft, and they appreciate that we know ours.



# Our Future

TOGETHER WE  
ARE  
BETTER

## Make An Impression

We're like pigs in mud when we're doing what we love. History tells us that our most successful work is created when we collaborate with our clients. We need to make sure that the customers we attract are the ones that we want to work with, and the only way to attract these clients is to appeal to their core principals. Chances are they will mirror our own.

## Growth & Development

To achieve success, we need to remember why we started Fhoke in the first place – to build a sustainable income by doing awesome work, for good people. By projecting our core values and striving for each new project to be better than the last, we'll build an agency that will drive our continued success. But what does that success look like?

We're now a team of six people, each with different goals and aspirations. We all have the desire to learn, develop our skills and enjoy the fruits of our labour. Job satisfaction is critical – the opportunity to work in a relaxed environment with like-minded people, a place where you feel valued, and a part of something special.



# Without You, There is No Us

TOGETHER WE  
ARE BETTER



“

Together we can make Fhoke a vibrant place, full of exciting projects and shared experiences. A place which enhances our lives outside of the studio and helps us to achieve our shared and personal goals.

|

Ben & Brett

