

MARKET HERO

Reference Guide To Our TRUTH Based Culture

MARKET HERO

Problem

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Mission

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1. Spartan Wall

2. Obsessive Customer Fandom

3. Unfiltered Brutal Truth

F , , NE E

4. Proactive Problem Solving

5. Eye Of Mordor Focus

6. Extreme Detail. Extreme Accuracy.

C NO . M

7. One Destination Autonomy

8. Less Is More

I 5 3 2.

9. Always Long Term

5 10.

10. Customer Results Priority

B F M H

STRONG & CLEAR CULTURE

The Aspects Of Our Culture

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✓ E

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LIMI ED H I

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○ : Problem

It is tough for digital marketers to get accurate sales data on their business to act upon.

O : Vision

Revolutionize digital marketing by making it effortless to get a businesses sales data and act on it

O : Mission

Invent technology to make it simple for digital businesses to gather their true sales data and act upon it

HELP ENTREPRENEURS AND BUSINESSES:

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B F M H

Excessive Importance Of Our Values

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It's Clear This Is All Talk

It's Clear This Is All Talk

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The Real Company Values Are Shown

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**Our Real Company Values Are What
We Reward, Promote and Look For
In Our Team**

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Spartan Wall

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Spartan Wall

Examples:

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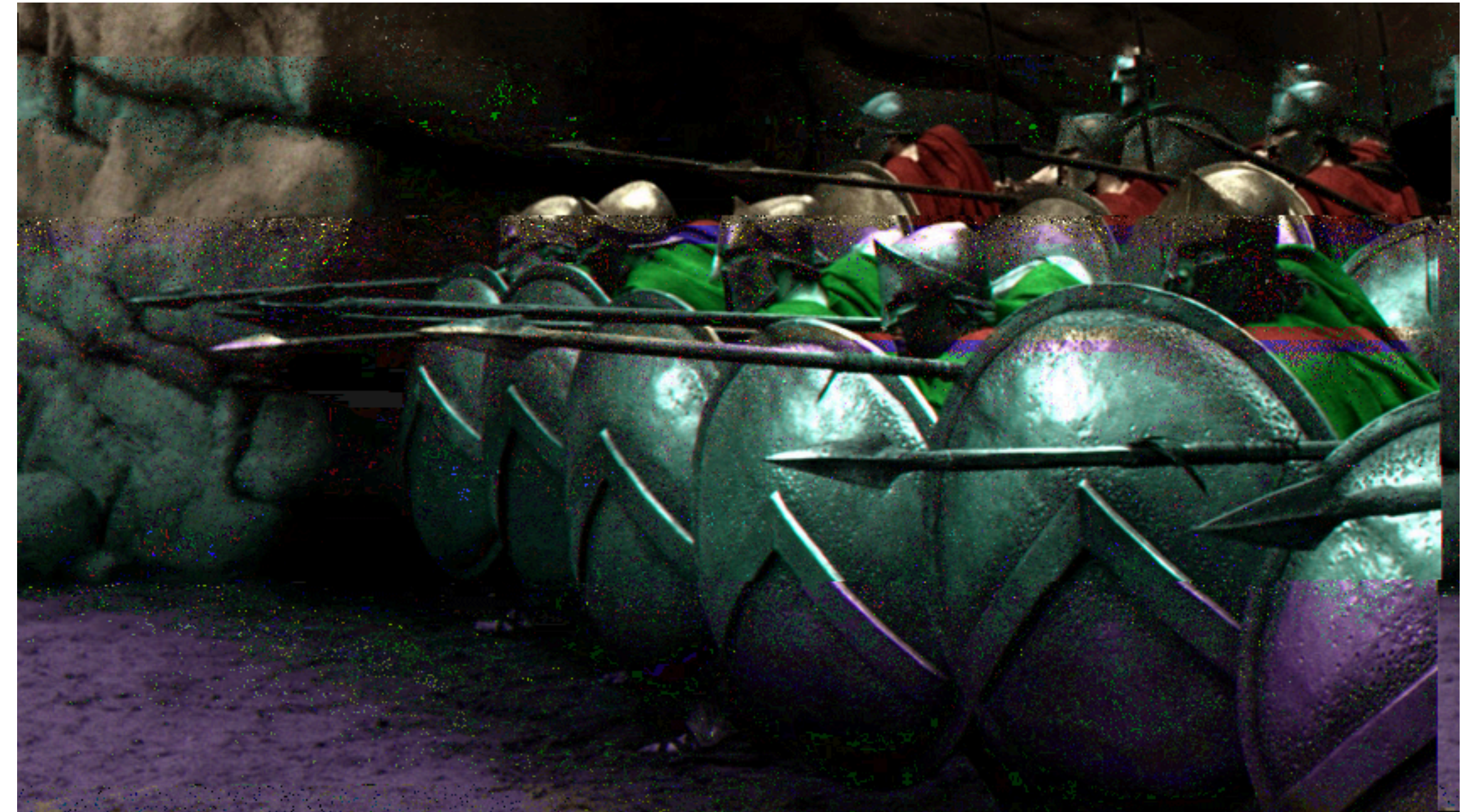
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Obsessive Customer Fandom

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Unfiltered Brutal Truth

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Proactive Problem Solving

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Eye Of Mordor Focus



Extreme Detail. Extreme Accuracy.

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Less Is More

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Obsession Over Customer Results

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Obsession Over Customer Results

Examples:

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- 2) 20% OI
- 3) D



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**Give A North Star. If something
does not match these values
it should be questioned.**

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Consult Our Values, Vision, and Mission

**In our hiring, promotions, bonuses
and every aspect of our team.**

Example #1:

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The Action Our Values Demands:

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Example #2:

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The Action Our Values Demands:

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Example #3:

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The Action Our Values Demands:

O A - C O .

Example #4:

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The Action Our Values Demands:

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The Best Way For Market Hero To Thrive

Accurate A Player Performance

Accurate A Player Performance

At Market Hero, we thrive by being flexible and lean team that can hire talent from anywhere in the world.

Because of this, it is beyond important that we not only hire A players but also ACCURATE A players.

A Players Only

At Market Hero because of the freedom and from home opportunities we give to our staff, we can only work with A players.

B and C players are people that take advantage of freedom, push off work to others, and do as much work as they are “required” to do or as little as possible.

There is NO single bigger way to ruin a team of A players than forcing them to pick up the slack of B & C players.

This is especially true in our virtual office. Every person must be hold themselves to A level performance because we do not have time to monitor or motivate B & C players.

What Is An A Player

An A player is not only a person who delivers high quality work, but does it quickly and without supervision.

An A player actively wants to improve the company and their teammates.

An A player is a person who wants more responsibility and to help improve, fix, and be a part of solutions at the company, not just keep meet their quotas.

Accurate A Players

Being an A player is not enough though. For example, Babe Ruth had the most home runs of all time but also the most strike outs.

Our customers requires us to operate with an extreme level of precision so we cannot have “cowboys”/players who are reckless or turn in 98% done work.

We need A players who can not only get work done at a high level and quickly, but also cross their Ts and are attentive to small details that “cowboys” may miss.

We aim to do work once and only once as much as possible.

The Best Way For Market Hero To Work Smoothly

Constant Limited Systemization

Constant LIMITED Systems

At Market Hero, we want to systemize everything with SOPs (Standard Operating Procedures) and checklists. This is the best way to avoid errors and make it easy for our staff to work quickly and introduce new members as fast as possible.

We will constantly be replicating services and processes for our customers and if these are not systemized, we will be constantly making the same errors, re-doing work, and hurting our customers. This will also make it extremely hard for new employees to join our team if they do not have systems and checklists to work on.

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The Best Way For Market Hero To Work Smoothly

**Responsible intelligent “free to
improve” systemization**

Free To Improve Systems

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The Best Way For Market Hero To Work Smoothly

Top Down Autonomy Based On Context

Top Down Autonomy Based On Context

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The Best Way For Market Hero To Work Smoothly

Top Down Serving

Top Down Serving

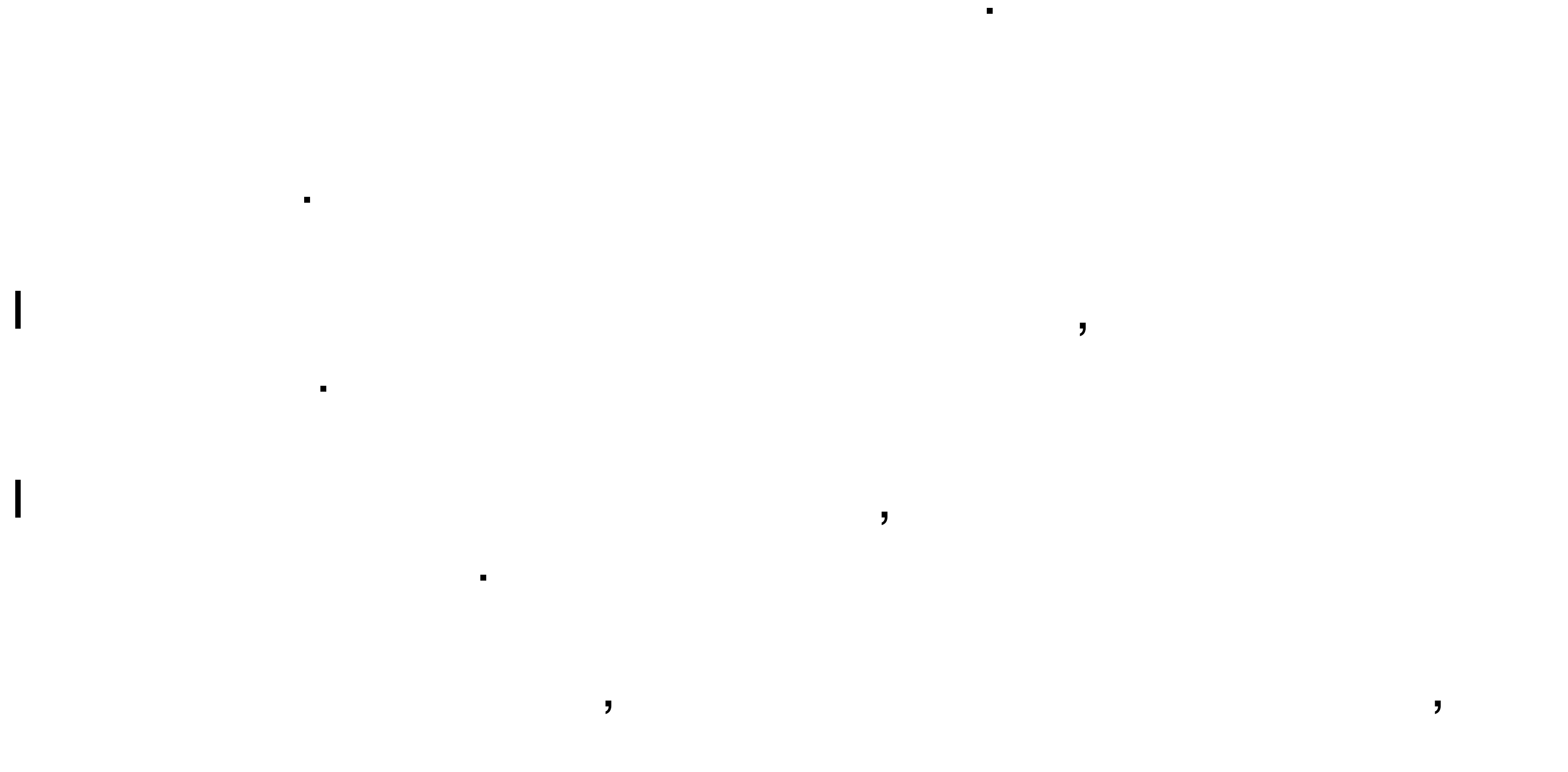
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CEO

Top Down Serving



Top Down Serving

Example: I, A B ,
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The Result: O ff .
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Top Down Serving Fix: I
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What We Look For and Reward

Hiring And Promotions

Hiring and Promotions

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**Our Company When We All Operate
Around Our Values and Mission**



**Our Company When We All Operate
Around...Whatever...**



**These slides are to serve as your
North Star, your default and your
“when in doubt” guide.**

Print This Out/Put It On Your Desk

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