



EMPLOYEE HANDBOOK

THIS IS RjM

Welcome to your first day at RjM. You may find that this can become home. Or you may find that, at some time, you wish to move on and find something different. Either way, we doubt you'll forget your time here. We have a habit of growing not only our clients, but also our employees.





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YOUR
FAVOR

THIS IS JACKSON

This isn't the "City That Never Sleeps". Nor is it "Sin City". Some people call us the "Prison City". Some consider us the "Rose City". Whatever you want to call Jackson, we call it home. We chose it. We believe in it. Out there somewhere is a city filled with more opportunities, more things to do, more entertainment - just more. But we don't always want more. More traffic. More noise. More problems. Here, we're connected to more. It's a forty minute drive in either direction. But we can always come home. Jackson isn't a limit, it's a choice. Smaller cities than this have spawned revolutions.

WE GROW CUSTOMERS FOR A LIVING

Ask someone what advertising is and you'll most likely hear about television commercials, newspaper ads and radio spots. But we know it's more than that. It's about building businesses. It's growing customers through creative ideas and great executions. It's everywhere and it's what we do.

Every employee and every client needs to know that the root of our business is the customer. Our opportunities exist in the answer to a smart question. They exist in the smallest details. They exist in the largest of places. And they're all interconnected.

This is what we do when we grow customers. We ask smart questions. We ask another. We find the one that resonates. Then we go to work. That's what we do for a living.

OUR SECRET WEAPON

We have a secret weapon at RjM. That secret weapon is you. Without you we cannot be who we are. When you get better, we get better. When you succeed, we succeed. We can buy the best computers, the most up-to-date software and build shelves for a row of awards. But without you, they are simply things.

Great advertising is not overly complicated. In fact, it's just the opposite. Simple is better. That doesn't mean that you won't have your ideas shot down, your concepts changed and your clients leave. Some days you'll wake up in the morning and wonder just what you committed yourself to. The idea doesn't seem good enough, the execution not polished enough. If you don't feel that way, you're not trying hard enough. Only a special kind of crazy succeeds here. It takes a person who has a passion for ads, a confidence in themselves, work ethic that pushes them through those days and a belief that their best work is what they'll do today. Other agencies don't have our secret weapon, they have something else. Something else is rarely remarkable.



DO

- Compromise.
- Be engaged.
- Help others.
- Fight the good fight.
- Be human.
- Have bad ideas.
- Have fun.
- Succeed.
- Use common sense.
- Use social media to engage others in your interests and our mission.

DON'T

- Stop learning.
- Give up.
- Start shit.
- Blame others.
- Consider it not your job.
- Dwell on minutia.
- Call others names.
- Say it can't be done.
- Disclose confidential information.
- Disparage clients, co-workers or the company in public.

TIME IS A MEASUREMENT, NOT A SOLUTION

We're not a factory. Ideas don't come down the assembly line for production. Work will be requested to be done at the last minute. Something will happen you didn't plan on. We rarely operate in a straight line. While we may track your time, we don't tell you how to spend it. Spend it wisely.

WE ARE NOT A JOB SHOP

Our job is not to take orders. Order takers aren't remarkable. Our job is to listen and transform. Listen to what the client says. Listen for what the client means. Ask why. Ask why again. Ask why again. Transform what the client says into a clear direction. Execute the direction. It may sound simple, but it's not. Making a logo bigger is easy. Making a difference is hard.





MAKE IT HAPPEN

Don't talk about it. Do it. A meeting with no clear objective going in is as large a waste of time as a meeting where you leave with no clear understanding of what to do next. Be respectful of other's time. Set an objective. Then make it happen.

WE GROW TOO

RjM is by no means finished. And we don't expect you to be either. You don't have to have aspirations of running the show or climbing the ladder. But don't sit still. There's a lot of expertise to be had in any position. Grow. Learn. Become the best you possible. Our secret weapon must be sharp at all times for us to succeed.

YOUR FAMILY

Some of us are detail-oriented. A few of us like a little bigger picture. Half of us you'll want to talk to first thing in the morning. Doing that with the other half probably isn't recommended. You might consider some of us ADD. The others aren't anti-social, we're just focused on what needs to be done. Each day we all get in a small space and play. Remember that it takes all types to make this work. While we may not always agree, we're family. And family always has each other's back.





THIS ISN'T WORK

Work is a bad word to describe what you do every day. If it feels like you're simply punching a clock, you're doing it wrong. If you feel that way, talk to someone. This should feel less like flipping hamburgers and more like creating a menu.

"WE'VE ALWAYS DONE IT THAT WAY" DOESN'T EXIST HERE

A good idea is a good idea. It can come from anywhere at any time. That in itself deserves respect. Just because it's never been done that way before, doesn't mean that it can't be done that way now. Conversely, just because it's never been done, doesn't mean it's great. An idea should never be rejected because it scares you. Nor should it be rejected because of who pitched it or how grand the scope. Pitch anything - as long as it doesn't bore you.

RESPECT

Our world extends outside of our walls: to our vendors, our clients and their employees. Respect the roles they play. These are not our clients and vendors as much as they are our partners. Don't ask them to do things you yourself would not deliver. If they do not understand, teach them. If they don't like what you've delivered to them, deliver something better. Show them respect and demand the same.



NOBODY LOOKS FORWARD TO YESTERDAY

Our brand is built on customers. The beauty is that the brand will always be relevant. Your challenge is to keep up with it. The time we don't have is to rest on yesterday. Your best work is the work you do today. We're not going to hang our best work on the wall because we're not in the business of selling what we did for someone else. We're in the business of selling what we can do for you.

WORK FOR TODAY, LIVE FOR TOMORROW

Ad people are great thieves. We borrow ideas and inspiration from a myriad of sources. And we're not abashed about it. But we can only steal what's available. Work to provide your clients the best of what you know today. Live to provide them the best of what you can experience tomorrow. RjM will provide you with vacation time after your first year with the agency. Use this to not only relax, but to experience. Step outside your comfort zone. Do something new. Go places. Ask questions. Get ideas. Live. Your clients will thank you for it.



WHAT WE HAVE BEEN DOESN'T DEFINE WHO WE WILL BE

Don't neglect the possibility of the future because of the existence of the past. Who we were does not define where we'll go. Nostalgia only sells to those who remember it fondly. Dream a future and make it reality. Others do not get to define us. Who do you want to be?

