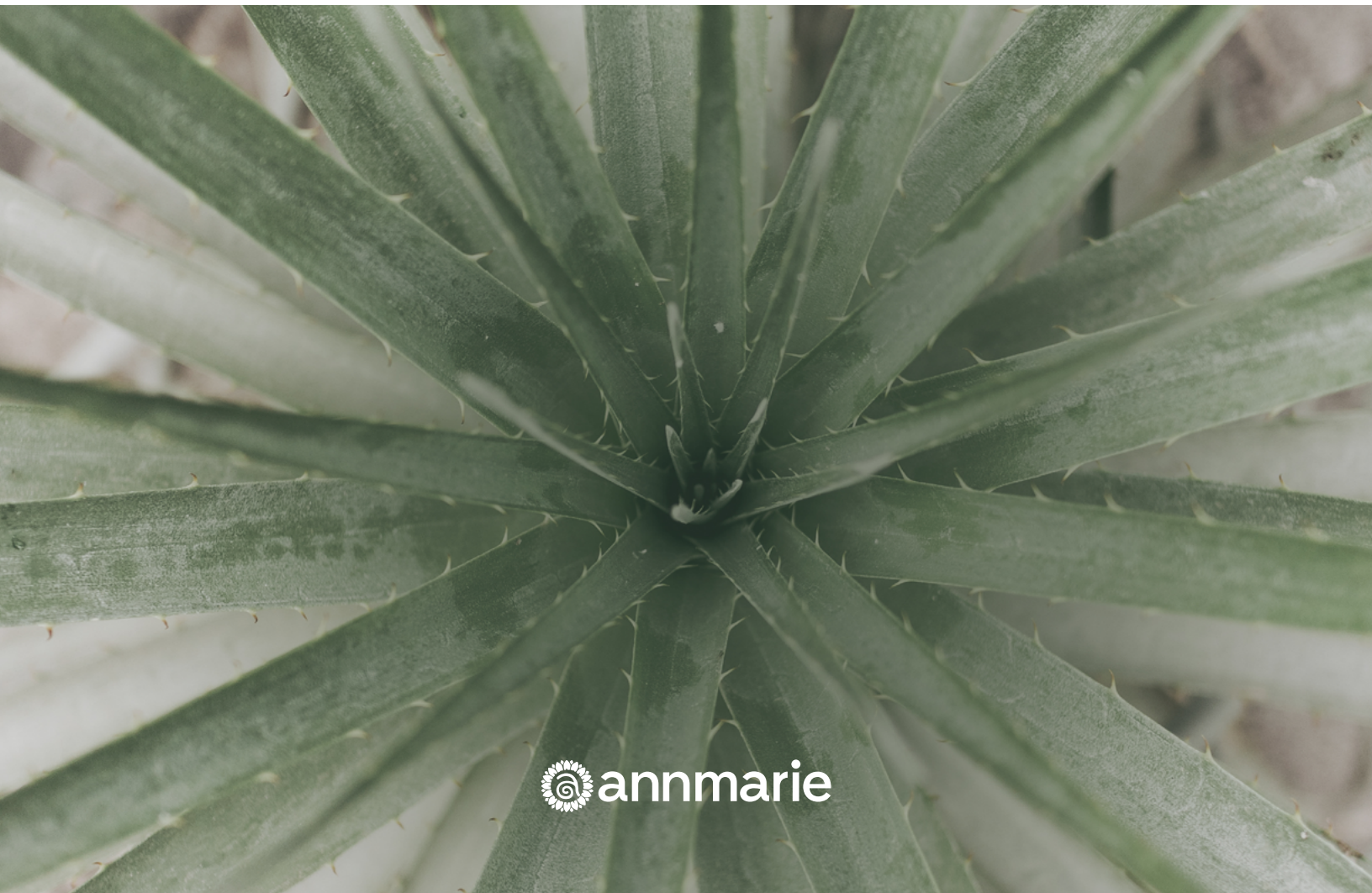


ANNMARIE SKIN CARE

CULTURE



Skin care is our business, but we are so much more than that. Our team is a unit—growing to challenge the status quo and provide a space where we can evolve and do greater in this world. We emphasize treating our customers, vendors and team members like you would a good friend.

Everything we do at Annmarie Skin Care (ASC) is run through the Honesty. Wild. Beautiful. lens. This includes how we expect team members to act.

HONESTY.

We are honest with ourselves and each other. We take care of the needs of the team and the company with integrity.

WILD.

We think outside of the box, we innovate, and we are committed to ongoing education and growth. We question, give feedback and challenge with direct and sometimes uncomfortable communication.

BEAUTIFUL.

We maintain beauty in all we do—the way we act, the way we present ourselves and our space, and how we communicate with team members, customers and vendors.

WHO IS AN ASC TEAM MEMBER?

How you act is more important than what you say. How we act here makes an ASC Team Member different, in a good way.

Respectful and Kind

- Treat vendors, affiliates, partners and customers with respect.
- Emanate love and have a positive attitude.
- Welcome everyone who comes into the office like you would welcome them to your home. Offer them a drink, make them feel embraced.

A Holistic Problem Solver

- Identify root causes of issues, and get beyond treating symptoms.
- If you can fix it, do it!
- Think strategically, and articulate your goals well.
- Use data to inform your intuition.

A Direct Communicator

- Be transparent.
- Give feedback, to everyone, including managers.
- Follow each team member's communication manual.
- Listen well and seek understanding before responding.
- Be concise and articulate what you mean kindly and clearly in speech and writing.

Always Growing

- Continue to learn rapidly and eagerly—professionally and personally.
- Challenge yourself and your team members to always do better.
- Thrive on change.
- Create ideas that prove to be useful and lucrative.
- Admit to your mistakes freely and openly.

Bold

- Question the status quo.
- Say what you think, when it's in the best interest of ASC, even if it is uncomfortable.
- Question actions inconsistent with our values.
- Be vulnerable.

WHO IS NOT AN ASC TEAM MEMBER?

These behaviors and qualities are not accepted at Annmarie Skin Care:

- Having a "me first" attitude. ASC and the team as a whole always comes first.
- Letting ego get in the way of teamwork.
- Not paying attention to those around you and how your actions affect them.
- Too much socializing during work hours. This is disruptive to other team members.
- Disrespecting team members through gossip or any other way.
- Disrespecting the office space by not keeping it a clean, safe space.

LEADERSHIP AND MANAGEMENT RESPONSIBILITIES

Managers are coaches and are here to provide guidance. Managers are also to encourage business and personal development as well as assist each team member to be the best they can at their job. Management is held to the same principles above as well as these below:

- Must care deeply about the company, its goals and its people.
- Must be inclusive.
- Must be transparent reporting on key projects whether they are successful or failing.
- Must demand the best in a loving way.

FEEDBACK AND DIRECT COMMUNICATION

Most issues are not resolved quickly and amicably, because many people shy away from direct and constructive communication. At ASC, we want you to be a strong and direct communicator, even if they conversations stretch your own personal limits of comfort. We celebrate people who can bring up hard issues in a caring way to help move the company forward. If this type of communication is not for you and you like to stay in your comfort zone and avoid difficult situations, our culture is not a fit.

DREAM TEAM VS. FAMILY

From the Netflix Culture Manual:

“If you think of a professional football team, it is up to the coach to ensure that every player on the field is amazing at their position, and plays very effectively with the others. We model ourselves on being a team, not a family. A family is about unconditional love, despite your siblings’ unusual behavior. A dream team is about pushing yourself to be the best teammate you can be, caring intensely about your teammates, and knowing that you may not be on the team forever.”

Our Dream Team is one where all team members are exceptional at what they do and are working together to reach the goals set by the company. Management works hard to ensure those hired can fill out positions needed that fit our Dream Team culture.

Netflix, the inspiration for our Dream Team philosophy, makes a very important distinction about effort and performance that we strongly agree with (from their culture manual):

“Succeeding on a dream team is about being effective, not about working hard. Sustained “B” performance, despite an “A” for effort, gets a respectful generous severance package. Sustained “A” performance, regardless of level of effort, gets rewarded. Of course, to be great, most of us have to put in considerable effort, but hard work is not how we measure effectiveness.”

This simply means we will always look for those who maintain “A” performance.

Managers will also always ask “how hard would we work to keep this team member from leaving if they were to leave?” If the answer is “hard,” you’re an A player. At any given time, you as a team member can do the same thing, ask yourself “how hard would my manager fight to keep me.” If you’re not sure, make sure you address it directly with them for feedback.

If by chance, you or management is not sure you are a superstar in your position, either you or management can ask to have a Happiness Conversation. A Happiness Conversation will allow us to come up with a plan to either relocate you inside of the company or help you move on to your next job.

MI CASA, SU CASA

Treat the office and those around you like it were your own home. But even more so, lift up the whole team by taking care of issues and problems you see. If there’s an empty glass on the table, bring it to the kitchen and put it in the dishwasher. If the new labels aren’t sticking on the bottles, let management know. If an ad you see looks weird, make sure you screenshot it and send it to the person who can fix it. Treat it like you own it.

FOCUS ON YOUR GROWTH AND YOU WILL SUCCEED

We encourage you to be better every day. We encourage you to seek out opportunities to be better at your job—whether through courses, events, networking, etc. We also encourage you to grow personally. If you remain stagnant, the world will pass you by and you’ll be unfulfilled. If you constantly improve, you will achieve whatever you set out to achieve—whether it’s with us, somewhere else or on your own.



annmariegianni.com

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