

legs

Our Culture



A PURPOSE-DRIVEN
BRANDING AGENCY

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For internal
& external
use



COUNTER CULTURE



Overview

This document is designed to communicate the **culture** of **legs**.

It encapsulates our culture, purpose, uniqueness, perks of working with us & what **sets us apart**.

2022

legs brands

Company culture reflects
the company's values,
behaviours, **and habits.**

**It's also evident from the
interactions between the
management, employees,
and customers.**

94% of executives and 88% of employees believe it could make or break a business, but only 12% of executives think their organizations are driving the right culture.

An agency in which brands can **thrive**, rather than simply survive is integral part of our journey.

legs redefines the purpose & responsibility a brand should have on planet earth; especially in today's volatile landscape. This is embedded within our company culture.

legs provides ground-breaking interventions that have a high impact on diverse industries, leading to real and lasting transformation in areas like branding, purpose, social responsibility, reputation, renewed trust & attainable results.

legs is an agency where a **MODERN YOUTH CULTURE (WHICH DOES NOT CONFORM)** is embraced & embedded.

legs:

Our Culture



BUILD BETTER BRANDS

We go against the grain, push the envelope and change the way humans manage the responsibilities of brands in society - it's our time, let's make magic.

We are here to disrupt the manner in which brands are built and managed.

We are strategic, agile & creative in our approach. We're hungry to make a difference in the way people live their daily lives.

We never settle for less than. Integrity is at the forefront of our decision-making.

BUILD BETTER BRANDS
THAT BUILD A BETTER EARTH



Our Culture (Explained)

We are a bunch of dedicated die-hard loyalists who are on a mission to build better brands that help build a better earth. We have seen how (in the past) marketing efforts has been leveraged in a negative sense to maximize profits at the detriment of mother nature and her inhabitants. **We are on a mission to change this.**

Key Points of Our Culture

A PURPOSE-DRIVEN BRANDING AGENCY

Transparency 

We value the ability to be transparent with ourselves and with all people that we deal with representing Legs. Be you (even if that means you're a vampire). Be truthful.

Connected 

We have a strong belief that everything is connected. Every action has a reaction and we respect this. Working towards a unified goal is a means to stay aligned and connected internally.

Nurturing 

At legs we treat our tribe as if they are family. We greet each other, we build personal relationships within the work place, we help each other in difficult times. We believe that love can move mountains and by nurturing each other we can accomplish the goals that we set forth.

Key Points of Our Culture (Continued)

Autonomous

FREE

Nobody likes to be micromanaged at work. At Legs we have trust and confidence that our team will perform to their best ability without any unnecessary pressures.

Healthy Work-Life

Balance 

There is nothing more important than the mental health of our team - we promote a happy work place and understand that our team have important personal lives.

Progression



Be happy not stressed. Our agency model is geared towards creating an environment where people thrive on a daily basis. We want our team to progress whilst we offer innovative manners of doing business.

Flexibility



Say 'adios' to strict 8-5 work environments. We believe that a person works best according to their personality. As long as the standard of work is high and the team mate is reachable during work hours then Legs is happy.

Key Points of Our Culture (Continued)

Casual



We want you to express yourself through your fashion sense, hairstyles, piercing and ink. In fact, we encourage you to be fully comfortable in your own skin.

Innovation



We are innovative and open-minded - we welcome alternative ways of doing things and we welcome a breath of fresh air.

Inclusion



Whether you are a purple alien or from the lost city Atlantis makes zero difference to us - we want diversity in all shapes and forms.

Relaxed



A relaxed work environment is one where employees have some freedom to work in the ways they're most comfortable and productive - want to throw your Spotify death metal playlist on in your earphones? So be it, and make sure to share the list with us on Slack ;)

Key Points of Our Culture (Continued)

A PURPOSE-DRIVEN BRANDING AGENCY

Challenge 🤔

We push our teams and challenge them in the workplace so they can learn, grow, and evolve.

Reward 💎

A rewarding company culture is one that recognizes employees when they exceed expectations or go above and beyond. Smash those quarterly goals and lets celebrate!

Nimble 🧚‍♀️

Nimble companies are agile and adaptable, with a constant willingness to course-correct and rethink strategies, processes, and approaches.

legs: Our Purpose



Does your brand **'HAVE LEGS'**

Phrase [VERB inflects]

If an idea, plan, or activity has legs, it is likely to continue or succeed.

Example: the American economy still has legs.

Legs stands for positive change. Together, with your help, we're defining a future that is **brighter for humans & the earth. 🌍**

The name serves to depict a new era of brands that **'walk the walk'.**

We aim to revolutionize the present and inspire change for a **dynamic future that will create a new lineage of purpose-driven brands that walk a journey with their customer base.**



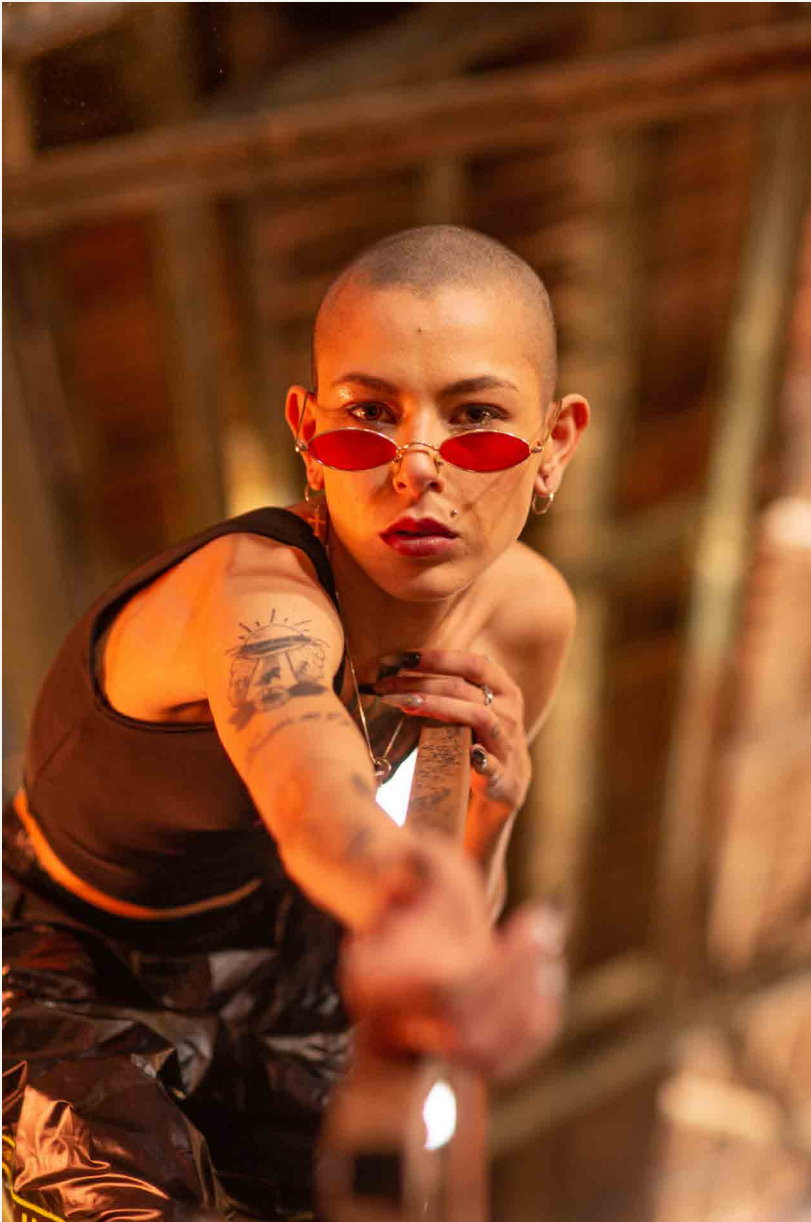
Our Purpose

Creating an open-sharing thriving community.

At **legs**, we believe there needs to be a refreshed business approach for the growing number of **purpose-driven** brands.



We're pursuing to change the mindset of people to shift their focus on *sustainable growth* by giving people & businesses the environment to thrive within.



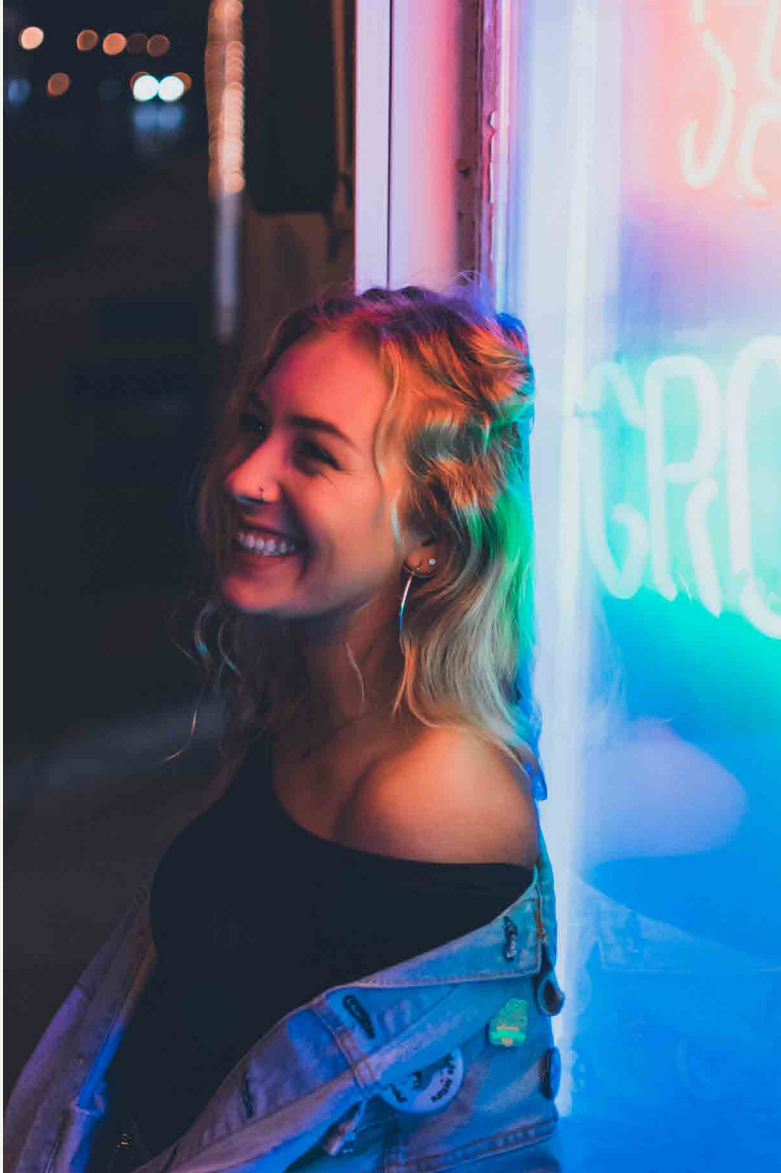
Our Purpose

We started **legs** to help brands & people **thrive** in daily life.

The current landscape of businesses has bred an imbalance of **focus on profit (no matter the cost to the earth)**, long hours spent in traffic, constant pressures, non-stimulation & unhealthy living habits.

These affect people on aspects such as: less time for family and leisure activities.

These, coupled with time constraints has left many people in a **STATE OF BURNOUT & FRUSTRATION.**



Our Purpose

To **Love**
Everyday
Moments.

Many people have lost

ENJOYMENT & PRIDE

in their jobs, their homes
and everyday moments.

**WE'RE ON A MISSION TO
BRING THIS BACK.**





Inclusion at the Grassroots

legs aims to create a **bright future** for planet earth through a purpose-driven brand architecture model.

Socio-economic transformation coupled with sustainable environmental progression is the foundation of this agency.

**BUILD BETTER BRANDS
THAT MAKE THE WORLD
A BETTER PLACE**

community

LEGS PLACES AN EMPHASIS ON BUILDING
PURPOSE-DRIVEN BRANDS THAT AIM TO CREATE
UNITY WITHIN.

FOR US, THIS IS OUR ULTIMATE GOAL.

