

**Project: To develop and write the core values of a digital solutions company**

**Client: Alphacomm Solutions, Rotterdam**

*Comments: The topics of the company's six core values were chosen by the CEO. My task was to add six descriptive paragraphs. Each one had to reflect the company's informal motto "We will help you, don't worry" but also its sense of humor. The company wanted to be seen by potential clients as enthusiastic, jovial, stubborn and capable hard workers.*

## **We embrace empowerment**

It's all about bringing out the best in people. Our colleagues. Our clients. Ourselves. That means giving everyone around us the autonomy to come up with brilliant answers, and the space to uncover their hidden genius. We share what we know, seek to inspire others and let free speech reign because we want everyone to feel that 'this is our company!'.

## **We think solutions, not obstacles**

Conventional solutions are just well-trodden paths to success, so we like to come up with something a little more creative. We take a bit of this, a little bit of that, and sprinkle on some stardust to create brilliant ideas that challenge our clients to look beyond their current horizons. And because we're a stubborn bunch, we never accept that something can't be done.

## **We walk it like we talk it**

It's easy to promise a good service, a wonderful product or the perfect solution. Like most things in life, however, we know that requires effort. That's why we push ourselves until we've delivered on our promises. Whether it's for our team mates or for our clients. And when we're faced with setbacks? Simple. We don't give up.

## **We dream big and kick ass**

We strive to do great work that we can take pride in. We also love to stir things up a little. To question the status quo. Defy the norms. Even if that means dragging ourselves (and our clients) out of our comfort zones. Ultimately, it's all about winning because, without the right results, it's mission impossible.

## **Fast is better than slow**

We don't like slow. That's for tortoises. Our clients need to compete in a world of rapid changes, so navel gazing is not for us. We're all about recharging our clients' technological efforts with speed, and that means involving the whole team to produce an endless stream of ideas. Lost time means lost revenue, so we don't let our clients hang around for us.

## **We like to have fun**

Who says work is boring? Not here! We like to have fun while we toil, so we support individuality, encourage laughter, relish lively debate and celebrate wins. We also like to bring a little sunshine into the lives of our clients by exhibiting enthusiasm for our products and producing solutions to their problems. Let's brighten someone's day!