

Hi!
Hi!

We are SUMM.

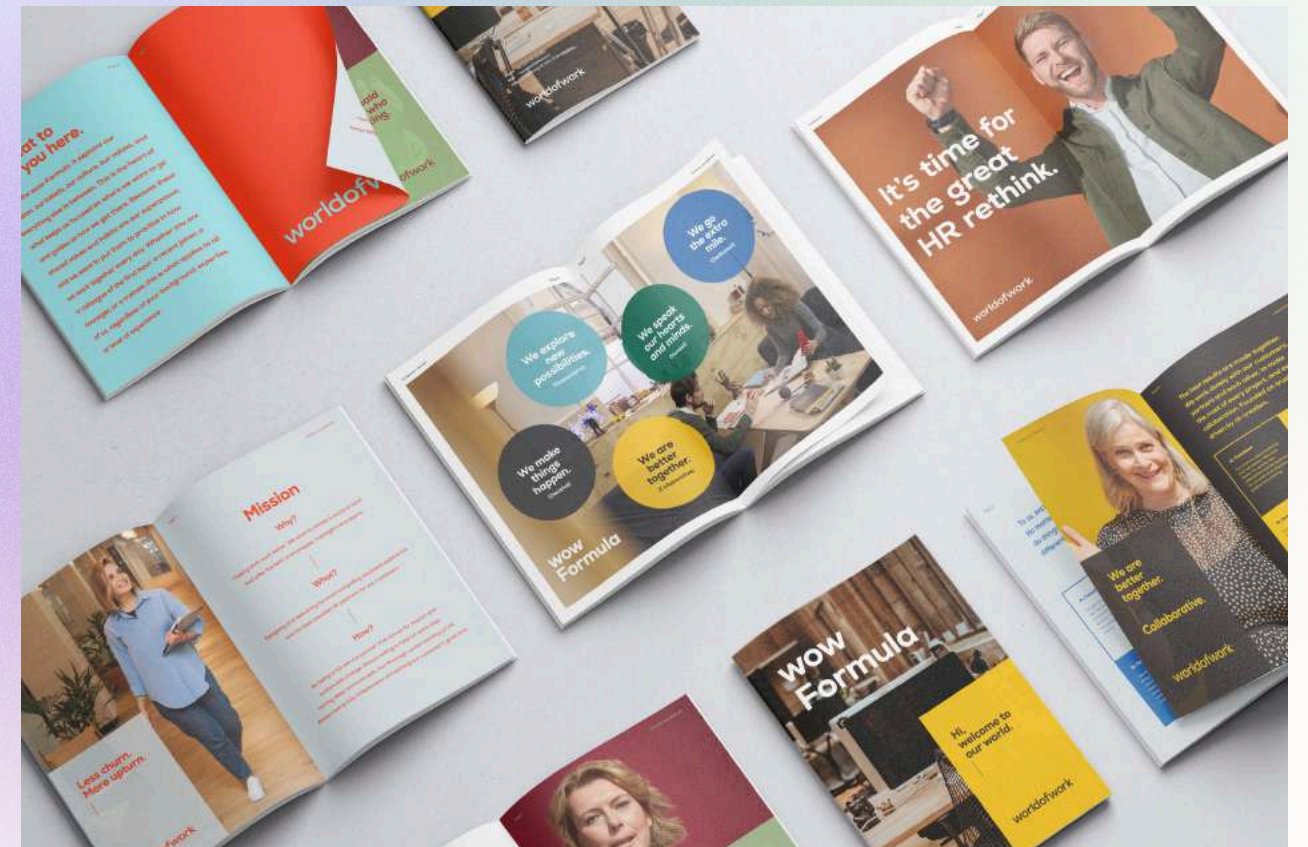
Hi!
Hi!
Hi!

Nice to meet you!



You?

To some, culture is a vague and fuzzy concept...



Not to us.

Culture is what makes a business prosper and its people thrive.

It's what separates a winning team from the runner-ups.

It's the difference between a great workplace and a 'meh' one.

It's the ladder that fuels each member's professional growth.



Here's how it started.

Years ago, the idea of SUMM was born within a creative agency in Amsterdam.

This was a place with a strong cultural DNA and we proudly wanted the world to know about our culture. We wanted our culture to be something the entire team could actively contribute to. And we wanted our everyday practices, like hiring, onboarding, and talent development, to feel like group rituals that strengthened our culture as a whole.

This is how our story started. We never intended SUMM to be a company, we just wanted to strengthen and grow the cultural DNA we loved. And while doing so, we fell in love with the topic.

Today, we help companies big and small to develop the Cultural DNA that makes their business prosper and their people thrive. Still guided by the same core beliefs that got us started back then.



This is our Cultural Manifesto.

This is where you'll find what matters most to us at SUMM.
It's where we show you that we practice what we preach,
and where we preach what we practice :)

#1

Our mission

#2

Our culture

#3

Our rituals

Part 1

Our mission



Our key beliefs

#1 **Culture follows strategy**

For us, culture is never an end in itself, but is always in service of a business mission. We are proudly mission-led, defining cultural DNA in service of business ambitions, and firmly believe that clarity serves everyone.

#2 **Culture is identity**

Your culture is who you are and what sets you apart. That's why we value involving a broad representation of the teams we work with, always going the extra mile to capture the distinct qualities, visual identity, and tone of voice of each company we partner with.

#3 **Culture is the sum of behavior**

Just slapping cultural values on a wall never changes anything. Cultures are made by people and can only be shaped by involving the entire team. It's all about inspiring and enabling our clients to consistently practice the behaviors that shape their winning cultural DNA.

Our mission

We help
companies to
build cultures
that make
business *thrive*
and people
prosper.

Why we do it

Because we believe that by enabling our clients to consistently apply the right method, we can help companies develop cultures that make business prosper and people thrive.

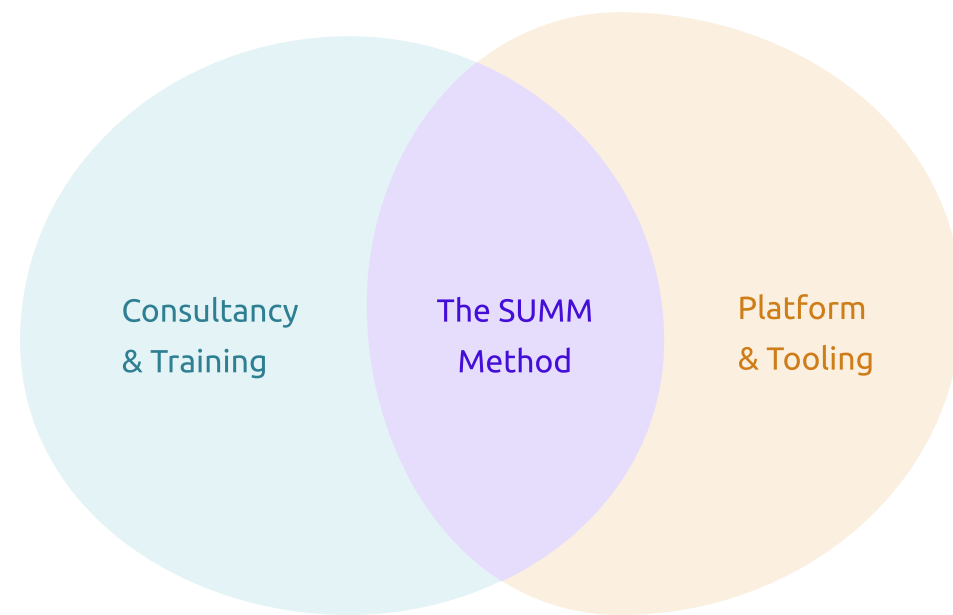
How we do it

By being explicitly mission-led, by making culture a source of identity and pride and by actively involving the entire team.

What we do

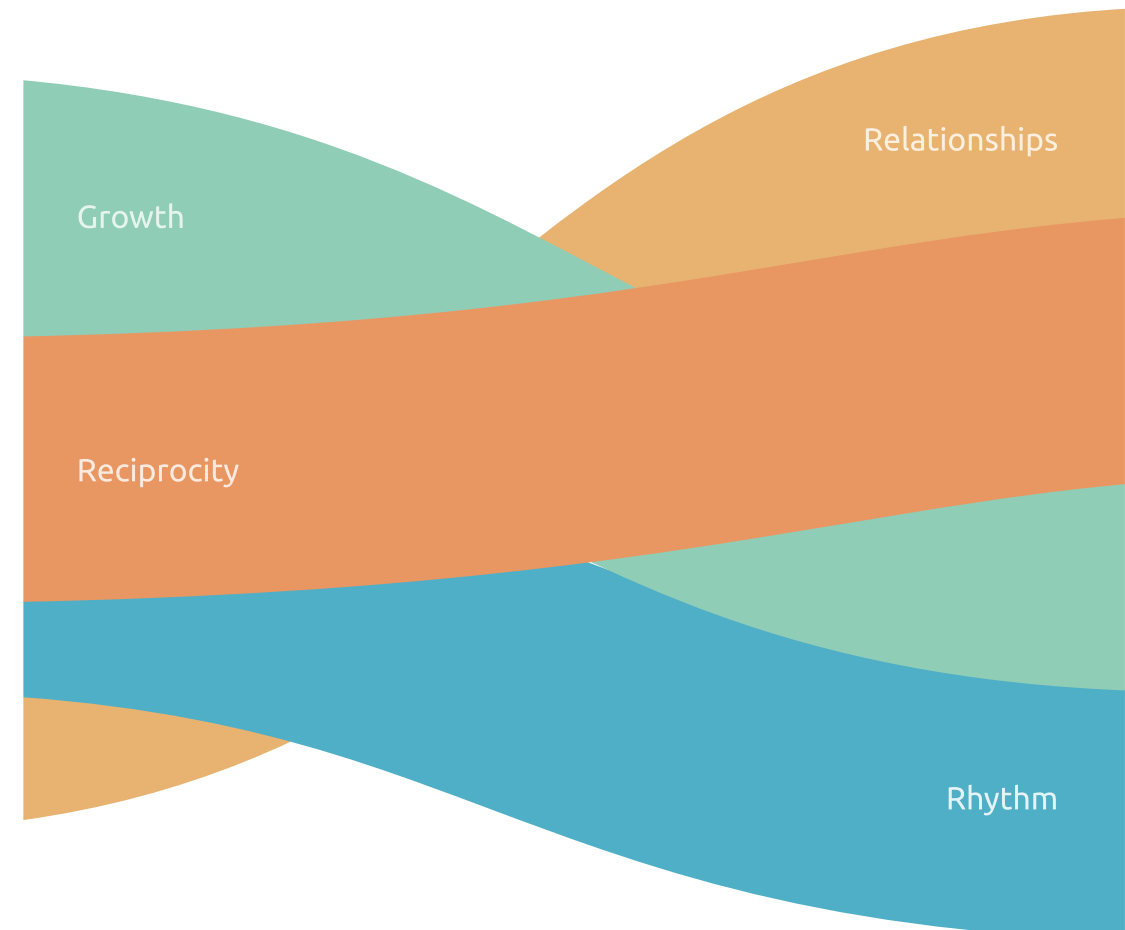
We work with mid-sized companies that consider culture and personal growth mission-critical. We provide a unique combination of guidance and tools to help them define, embed, and consistently apply their cultural DNA.

What we do



Our combination of consulting, training and tooling enables small and medium sized businesses to consistently and methodically define their unique cultural DNA and embed it in their day-to-day practices. So they can live, grow and strengthen their winning cultural DNA together.

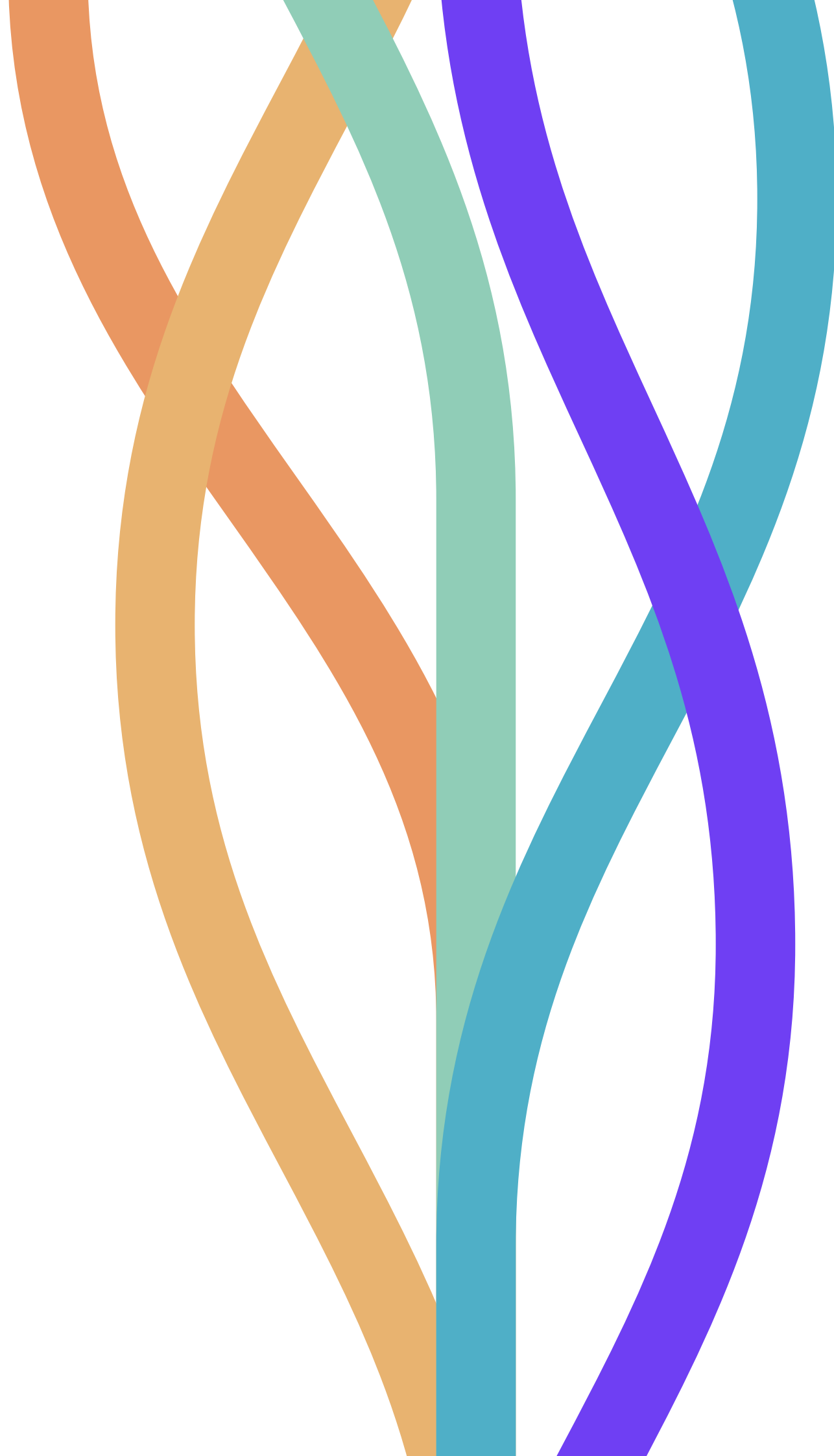
How we do it



We get there by building ongoing relationships with the people we work with, by continuously improving everything we do, and by committing to a steady rhythm that allows us to both deliver great work and have the freedom and flexibility to shape our lives and prosper.

Part 2

Our culture



Our culture isn't
a statement.

It's a habit.

Our Cultural DNA applies to everyone

Whether you are the founder or the intern: our DNA applies to all of us.

We live our Cultural DNA together

Our DNA guides all our team practices and decisions. It's a leading factor in who we hire, who we don't hire and how we shape our team and business.

We are never done learning

Culture is a competency, and so our DNA is the foundation of how we challenge ourselves and each other to become a little bit better - day after day.

Relationships

Relationships breed impact

Our success comes from our ability to build real relationships with everyone we work with. So we always invest in establishing a genuine connection, both with clients and amongst ourselves. We invest the time and energy needed to really understand each other and actively find ways to make working with/at SUMM fun and productive.

For example

- We invest time and effort in building relationships with everyone we work with and contribute to fun & productive team vibes.
- We demonstrate a thorough interest and understanding of all the components of our overall method and contribute to its ongoing development.
- We show our genuine interest in the specific business-context, needs and challenges our clients have.
- We represent SUMM and what we stand for to people outside the team and contribute to the relationships we build with prospects and clients.

Growth

Success is a SUMM

We collectively take responsibility for where we are today and where we can be tomorrow. We continuously push ourselves and each other forward and look for incremental improvements in anything we do: the way we deliver value to clients, the way we learn and develop ourselves and the way we collaborate as a team.

Think of behaviors like

- We push ourselves to grow, define clear learning objectives and seize opportunities to take charge on new responsibilities
- We actively seek feedback on your performance from others and provide candid feedback to colleagues
- We actively look for opportunities to improve SUMM and take charge to make things (even) better

Rhythm

Low on fuss, high on quality

Steadiness leads to quality. That is why we aim to excel in thinking two steps ahead and calmly prepare for what comes next. We all apply high quality standards, own our responsibilities and make sure clients and teammates can count on the quality and timing our work. That way, we can take pride in our work and maintain a chill vibe.

This looks something like

- We make sure team-members can count on the quality of your output
- We think two steps ahead, manage your own work effectively and take charge
- We communicate clearly and proactively and make sure everybody's on the same page
- We timely seek help when needed and are considerate of your teammates' tasks and time

Reciprocity

We let our people go surfing

We are good for SUMM and SUMM is good for us. We earn trust by contributing to the whole and stepping up when it matters. And in return, we all enjoy the flexibility, freedom & trust to shape our own lives and prosper.

Here's some examples

- We are flexible and there for your team members when it matters
- We take ownership of your work/life-balance and encourage others to do the same
- We take the space to shape our lives beyond work in ways that inspire (and not burden) the rest of the team

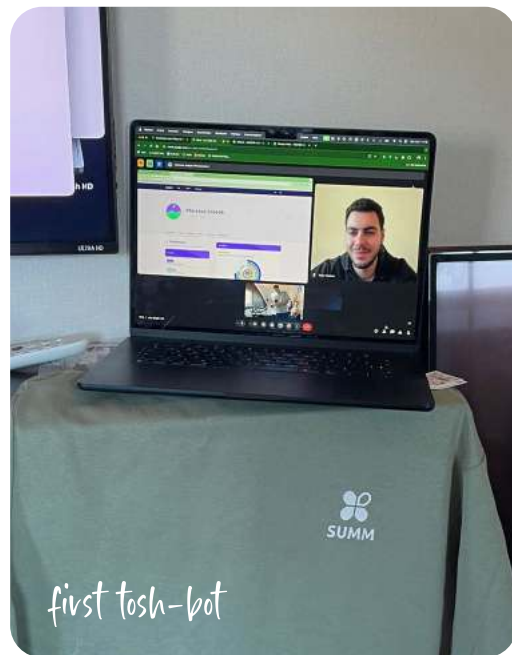
Part 3

Our rituals





first branding



first tosh-bot



first collab



Toos <3



first padel



accidental white-party



first eienbal



first team photo



first team kill



first cornrows



last hat-day ever



Team rhythm

Steady beats groove best.

We like working together and being productive but we're not big fans of sitting in meetings all day. Then again, who is?

To make sure we're all informed, included, and on the same page, we stick to a steady, lightweight team rhythm designed for transparency and team connection, with the goal of having as much clarity and flexibility as possible.

By committing to these few moments, we ensure everyone is in the know, aligned on shared goals, and able to spend as much time as possible focusing on the real work at hand.

WEEKLY

MONTHLY

TRIMESTELY



WEEKLY

We start the week with a Monday morning wake-up call, where we boot up together. We share our focus and goals for the coming week.

MONTHLY

Every month we sit down together for two hours, discussing our progress on our goals and alignment. This is where we keep each other updated on bigger picture things.

TRIMESTERLY

We all get together (in Amsterdam or somewhere else) to spend several days discussing strategy, reviewing our team collaboration, and—most importantly—to just hang out, spend time together and work together.

Hiring

Could this be love?

We are a small team, so every new hire has a significant impact on our team and culture. That's why we take the time to get to know you and invite you to get to know us.

We strive to be as clear and transparent as possible with potential new colleagues about who we are, how we work, and what we value. This helps each candidate gain a genuine sense of who we are and what they might be stepping into.

At every step, ensuring that we truly click on culture and attitude is our top priority. Our goal is to confidently determine that we are a great fit for each other—both in terms of the required skills and drive, as well as cultural alignment.

YOU APPLY

Based on your application, we decide whether to schedule a first intro-call or inform you that we will not be moving forward.

INTRO CALL

In a first short (remote) chat, we get to know each other a bit, do a few checks and decide whether starting in-depth interviews would make sense for both you and us.

INTERVIEW #1

We welcome you to come over to the office to meet several SUMM team members, discuss your personal motivation, expectations, values and skills.

INTERVIEW #2

If the first interview results in mutual excitement and good vibes all around, we usually schedule a second in-person meeting. During this meeting, you'll meet other members of the SUMM team, and we'll dive deeper into the role specifics and address any questions you might have.

CASE STUDY

Before making a final decision, we really want you to experience the work and see you in action. So we ask you to prepare & present a case study that mimics both what and how we do it.

WELCOME TO THE TEAM!

Let your adventure begin!

Onboarding

And we have lift-off.

Welcome to SUMM! We understand that a good start goes a long way, so we make sure that every new colleague feels at home right away.

So in your first 4 weeks we will make sure you:

- *Spend a lot of time getting to know all your new teammates*
- *Are introduced to all our team rituals and way of collaborating*
- *Have everything you need to fully understand and master both our method, our expertise and the tools we use.*
- *Dive straight into work, get going and have the rubber meet the road as soon as possible*

It might be a bit overwhelming at first. But don't worry: within a few weeks, you'll find your way around and start to feel the rhythm. And whenever you need some help or a chat, everyone is more than happy to help. Because that's just part of our culture.

Culture

Practicalities

BEFORE YOU START

Your buddy will contact you and introduce themselves

We will share some important pre-read documents that will help you prepare.

YOUR FIRST DAY

Meet the team, meet your buddy

Let's make sure your workspace, laptop, access and onboarding doc's are all set.

YOUR FIRST WEEK

Make the plan

Discuss your learning goals for the first weeks and plan how to get it done.

YOUR FIRST MONTH

Reflect on your onboarding

Share your learnings and observations with the entire team on your first monthly.

Talent Development

Not the destination, but the journey.

We practice what we preach and we value our professional development, both on cultural values and on skills. For all main roles we have clearly stated growth-paths available and offer frequent mentoring and team feedback to power your development. And yes, your team members will also expect to hear from you.

Goal setting

Every 4 months, we set team goals, and all team members set their personal goals for the upcoming four months.

Peer feedback

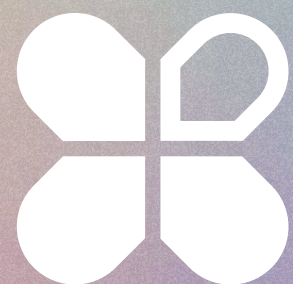
No growth without feedback. And so we like to put the power of feedback to good use. At any time you can give and receive feedback from team members, both on our cultural DNA and on role specific skills.

Evaluation

Every 4 months, you (and your mentor) sit down to evaluate progress on your goals and your general performance, based on your own assessment, your mentor's perspective and based on the feedback you received from team members

End-of-Year Review

Every year we have an official review, reflect on how the year has been. This also is the moment assess whether you should get a promotion and/or new responsibilities (and benefits).



SUMM

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