

**Welcome
to R/GA**

Introduction: a tale of two agencies

Imagine you screwed up. Instead of taking a job at R/GA, you accepted an offer from a well-known, thoroughly respectable old-school advertising agency in a generic midtown skyscraper.

The place is run like a machine. Everyone knows exactly what their role is, who their boss is, who that person reports to, and every step of the process. Everything is clear, well defined, rational, regular. The work is consistently pretty good, but almost never great. Projects arrive, you do your part, they go out the door.

Five, 10, 25 years go by like this. The rest of your hair falls out, you gain weight, ocean levels rise. Maybe you get promoted, or maybe the guy in the next cubicle who wears a smart blue blazer gets promoted, even though he is as dumb as a stapler. Maybe you get an ulcer. Or start wearing a blazer.

Other people come and go, but the work, and the process, is static. Because you've been doing it for so long, it gets real easy. Because it is easy it gets boring. Your brain, once soft and spongy and bristling with ideas, dries up like a week-old bagel.

And then maybe one warm February day you look around and realize that your skills, once so valuable, are now quaint relics of an old world—a solution to a problem that no longer exists. And you start to wonder how things could have turned out differently...

Let's say instead you made a different choice. You decided you wanted a part in shaping the future. That you belong in a place where you can exercise your talents and intellect daily, and continue to grow. And so you came here, to a totally different kind of agency.

Things here are a little more abstract. Roles aren't so clearly delineated. The structure is flat and there's not much of a hierarchy. The process sometimes seems to be nonexistent. Disciplines are involved that wouldn't be at the table anywhere else. Everyone is smart and talented and driven—and opinionated. Some care deeply about things that others wouldn't even notice. Some are beyond eccentric.

Not a lot is predefined. Not many paths are well worn. Not much happens unless you make it happen. It is often hard, and sometimes frustrating. You'll find that you're collaborating with your colleagues to solve problems and looking within yourself for solutions, rather than relying on a process. Anything can happen—a year from now may be nothing like today. You'll be constantly challenged to experiment, invent, reconsider and reinvent.

Depending on your personality, this might sound like the best opportunity in the world, or it might sound like too much bloody work. It's not for everyone, that's for sure. But if you stick with it, you'll find that what comes out of this orchestrated chaos is consistently recognized as the best, smartest, most forward-looking work being done anywhere.

Since you've made the right decision, we thought we'd provide some insight into how we work in the form of 10 things to remember about R/GA that will help you make the most of your time here.

Welcome to R/GA.

1/

We're making this up as we go along

**Nobody has ever done this before.
There's no time-proven process or foolproof methods
for marketing in the digital age.
We are inventing our work on the fly, as we go,
every day.**

2/



Your talent is the process

R/GA works by putting smart, talented people together in a room and asking them to solve problems together. Figuring out who is supposed to do what, when, and in which order is not something we are obsessed with.

3/

Be great, collaborate

You'll be working with colleagues who have vastly different perspectives and skills than you do. It helps to have an open mind and a sense of humor. And to remember that big picture, our most important challenge as a company is successfully combining these aptitudes.

Just do

People who do well here are usually the ones who recognize how to move a project or their account or the company forward, then make it happen without waiting to be asked. So if you see a void, fill it. And if you come across a problem, solve it.

Keep your standards

Over 30+ years,
we've always executed everything
at the highest levels of craft.
So don't be satisfied.
Put in the extra time.
Do it the hard way.
Keep at it until it is right.
And add that something extra
that makes it better than anything else.

We all make *#@!

Everybody at R/GA, at every level, is actively involved in “the work.” We don’t believe in having managers who do nothing but manage, because that is boring. And because working this way keeps us sharp and connected.

Stay **current**

Technology and consumer behavior are constantly evolving.
Keeping on top of trends and understanding what is possible technically
is critical to doing good work.
It's also a competitive advantage for our company.

Onwards
and
upwards

Innovating is not something we do once in a while—it is our job. We are at the forefront of the wave of change moving through our industry. Because of that, you should never stop thinking about bigger and better things.

9/

Choose your own

adventure

You'll never work anyplace where you have as much freedom—and responsibility—to shape your job. What role do you want to play in the future of our company and our industry? This is your big chance—start doing it today.

10/

**Be bold.
Be fearless.
Don't give up.
Don't take no for an answer.
Don't stop believing.**

Courage!

**Hold on to that feeling.
Keep at it.
Make the work better.
Do the work that will change everything
and that will be remembered forever.**

R/GA is one of the world's most awarded full-service digital agencies.

Little Red Books is a series of monographs on how the digital revolution is transforming brands, communications, and culture.

■ R/GA