



The NEO 7EVEN ATTITUDE is the driving force behind all our actions and thoughts. It is authentic, ground-breaking and uncomfortable. It is uncompromising, unpleasant and sexy.

Our ATTITUDE is so smooth that it is almost hard to swallow. Some competitors will point their fingers disparingly at us and envy us our success, and we will smile, wave back with a raised finger, but we will stick to our ATTITUDE. They will stand in our way, and we will step over them, pass them left or right, or just run through them, dig a tunnel, and continue our way.

No matter what will happen, we will reach our goals and, at the same time, hold up high one thing: Our ATTITUDE.

This book is the past, present and future of NEO 7EVEN. It tells you where we come from, where we stand and where we are going. ATTITUDE is our spirit, our way of life. ATTITUDE polarizes. It makes the difference. Our vision, our goals, our actions and thinking – ATTITUDE is everything.

Everything is ATTITUDE.

„Quick, precise, clear. The ATTITUDE expresses it to the point.  
I could not have done it any better.“  
-Winston Wolf-

„I knew, NEO 7EVEN had a lot of potential; but this is incredible. They will have a great impact on the way people think and work “  
-Der Doc-

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# ATTITUDE

the NEO 7EVEN alpha-principle

What would Mr. Wolf do?

History has proven it, the present confirms it anew and the future will verify it again: an unshakable personal attitude makes the difference between excellence and mediocrity.

All the people and companies that have really created and reached greatness, have their very own attitude. It decides who leads the way and who is just a temporary player. It determines whether they will be remembered or forgotten. The attitude lives on in the ideas, products and brands, it survives time.

Now is the time that we show our attitude to the world and burn it into their conscience.

It is time for ATTITUDE.

# ATTITUDE

“Nothing can stop the man with the right mental **attitude** from achieving his goal; nothing on earth can help the man with the wrong mental **attitude**.“

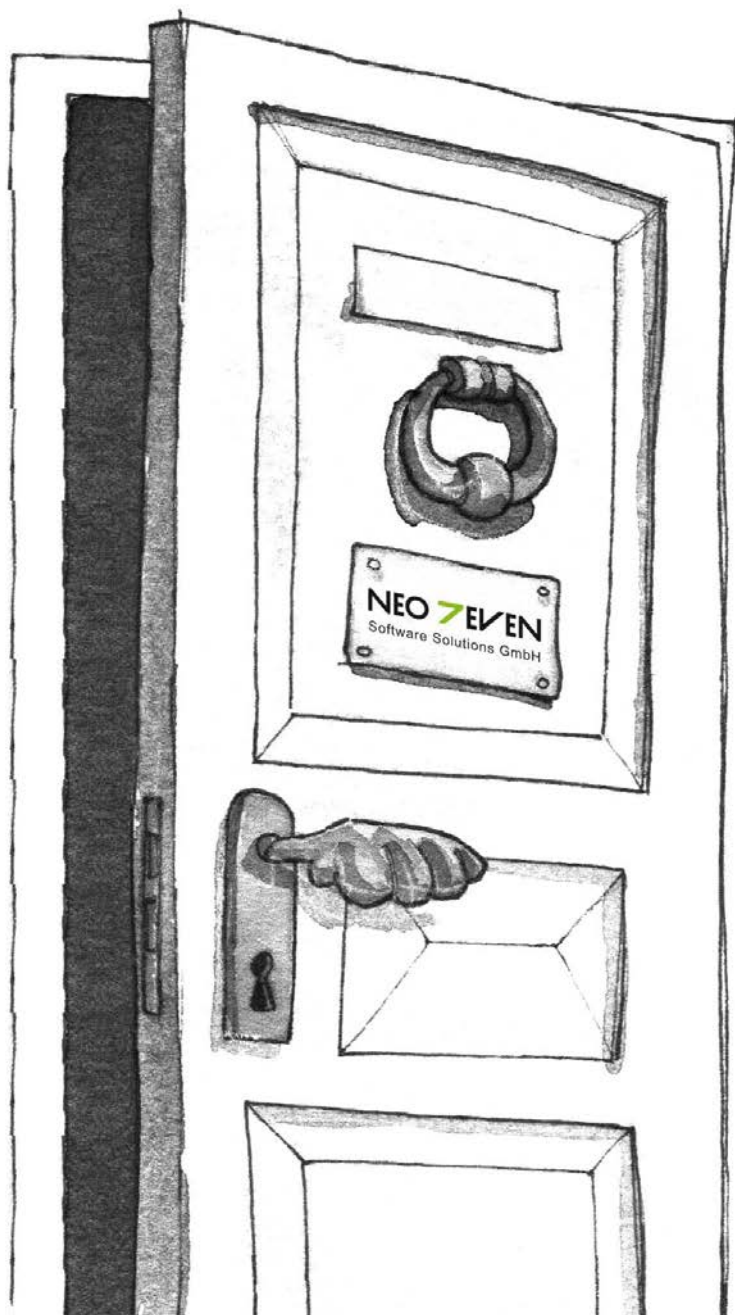
„Nichts kann den Menschen mit der richtigen geistigen Haltung davon abhalten, sein Ziel zu erreichen; nichts auf der Welt kann dem Menschen mit der falschen Haltung helfen.“

**-Thomas Jefferson-**  
(\*13. April 1743 – † 4. July 1826)  
3. Präsident der USA



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# **You at NEO 7EVEN**

## **Software Solutions**

Among all the IT-firms, software developers, advertising and communications agencies, the process optimizers and facilitators, the Adobes, Apples and however they may be named, you have chosen us.

Congratulations.

We hope your time with us will be everything you have hoped for. For some it will be a new home, for others an intermediate step. Most will love it here, a few will hate it here. However, for all it will be an unforgettable time.

First of all, we are different. At NEO 7EVEN we do not use the formal “you” nor do we use “I” to speak exclusively of ourselves. YOU and WE, this is how we communicate. We spend a lot of time working together closely and amicably, there is no space for an overly formal and distant “you.” We think, act and move in teams. We share all of our ideas and consider them a common good. Of course, sometimes someone has a better idea than the other but in 99% of the cases the good ideas come out of creative sparrings with the team.

We found out that one bright light does not cut metal, yet. That is why we amplify our light by bundling all lights to a highly focused beam. The strong team spirit is the basis of our success.

Another maxim is:  
Our customer is our partner.

We offer the best software and communications solution one can find on the market and, thereby, provide our customers with the competitive edge to beat out all its competitors. Furthermore, we sell to our customers the most valuable good of the 21st century: time. Time, the customer can use for his core business or to produce more of his products. We work together with him and not just for him. We are optimizers and strategists. We do not grovel but communicate on a par with our customers. The customer's problem is our problem! Her/His success is our success!

At NEO 7EVEN we live the open door policy. This means that all doors are open to you. If you have a question just come on in and ask. We do not care whether you have gained a Ph.D. at a prestigious university or have gained all your knowledge and skills in various internships. We define ourselves through our work. You will learn what it means to act entrepreneurial and to take responsibility for yourself, your project and your team. Your eyes will water when a good idea gets tossed into the waste bin, and your eyes will shine when an even greater idea will rise instead.

You will learn more about coding, applications, software and marketing here than at any other



company. How? Very simple. You will not read or blather about it but actively take part in it, learn while doing it and create solutions yourself. The effort you apply here we will not just remunerate. No doubt, you will be paid handsomely but, more importantly, you will find self-realisation here.

In short, you will grow professionally and personally while working with us.

The book you hold in hands will accompany you during your time at NEO 7EVEN. It is the essence of what we believe and what we stand for. The title is **ATTITUDE**, and that is what it is all about at our company. We do not believe in mediocracy, in norms and normality. We believe in excellence, extraordinariness and success, and that we will reach our goals only with the right mindset, spirit, the **ATTITUDE** and exceed them. We do not take the beaten path but our own route. Admittedly, it is unconventional but it is the only way to the top. And that is where we want to get.

We will rub some people the wrong way with our **ATTITUDE**. One will love and hate us for it but we will be unmistakable and remain so. It is extremely important that you not only understand our **ATTITUDE** but assimilate it. You will live, represent and defend **ATTITUDE**. This book is from now on your constant companion. It is a source of inspiration and motivation, legal code and agony aunt

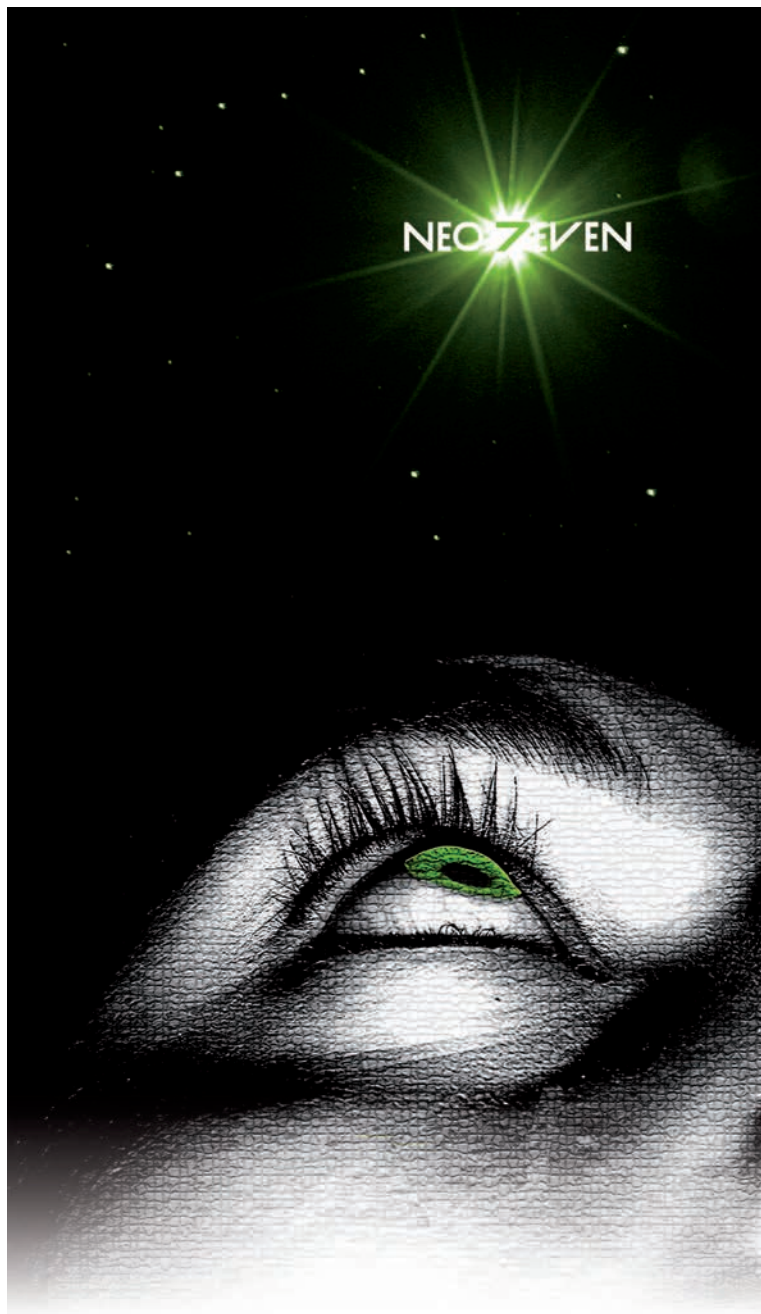
all-in-one. If you are down - open **ATTITUDE** and absorb positive energy from it. If you are in danger of missing a deadline or losing sight of your goals - here you will find suggestions and guidance that will help quickly and put you back on course.

Even a virtually hierarchy free company like NEO 7EVEN has rules and regulations. Here you find them: understandable, clear and to the point.

Our vision, the company goals, our mission and code of honor are manifested in **ATTITUDE**. Everything we are, we want to be and will be is written here.

**ATTITUDE** is our heart. Keep it beating. Always.

***Sascha Brandhorst***



# Our Vision

## **General Definition**

**The long-term focus and definition of the desired ideal future image of company employees and companies.**

## Our Vision

### Be smart. Be different.

Our vision is to make media production as smart, user friendly and efficient with **NEOzenzai**® as possible. Foresight and innovation are our driving forces, and we solve complex projects in a simple and elegant way.

We give our clients true multi-channel-publishing: companies, agencies, brands and professional service providers control with **NEOzenzai**® their marketing processes with never before seen ease – from print to Web to iPad.

We believe in our employees and have the unsailable will to permanently optimise our solutions. We act quicker, more agile and more courageously. We offer an alternative and better way to meet the real client expectations and, therefore, our vision will become reality: NEO 7EVEN will be the first address for multi-channel-publishing and the alpha wolf in media production.



# Company Philosophy

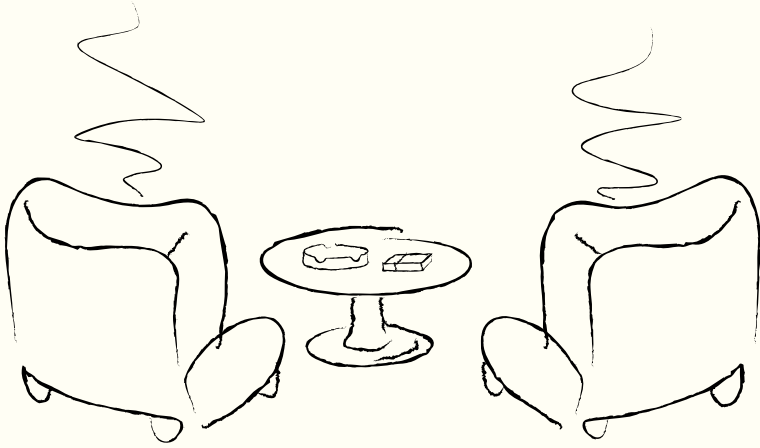


## **Quo Vadis, NEO 7EVEN Software Solutions?**

Before we come to the next point, namely the company philosophy, we have to stop by the “Doc.”

The Doc is the supervisory authority one has to pass on the way to create a brand. Every really successful company has consulted the Doc. His advice is priceless. Although the following conversation may seem surreal or funny it is very serious.

It happened in about this way.



*Hello, NEO 7EVEN Software Solutions.*

Hello Doc. Please, call me NEO 7EVEN. All my friends call me by that name.

*Okay, NEO 7EVEN. Well, please tell me, what leads you to me?*

My age.

*Your age? How old are you?*

That depends.

*On what?*

Well, on how you count. Officially, I was registered with the company registry in 2003. However, with software development companies it is like with dogs. You can easily multiply the actual years by three.

*I thought, a human year counts for seven dog years.*

I thought so, too. But it isn't that way.

*Okay, then you are 18 now.*

## Company Philosophy

That's old, isn't it?

*I don't think so. I would like to be 18 again.*

Well, yes. But you are not an IT company.

*That's true.*

You see.

*But even if I were an IT company, 18 would be a great age. Everything is still possible. The future is yours.*

Do you think so?

*Yes, certainly. Look at yourself. You are in full bloom.*

I also feel very, very vigorous, if you know what I mean.

*I am not sure...*

Look. I have enjoyed myself in the past years quite a bit, have experimented with a lot of things. The chaotic founding years are now over. Investors are on board.

*You are past adolescence. You are an adult, now. And now you are looking for a stable relationship.*

So, so.

*What do you mean by "so, so"?*

Well, more than one relationship would be nice. Some non-profit and some ordinary ones. I am into the free market economy.

*So gehts auch. Aber suchen Sie sich unbedingt was Vernünftiges. That would work, too. However, look for something reasonable, from a good family. Out there you can catch something faster than you think.*

I know. From experience.

*So you say. Have you then...*

...fully recovered. From the sins of youth. The potency, Doc.

*You have to canalize your potency and energy. You bear great responsibility. You have to feed many hungry mouths.*

What do you mean?

*Figuratively speaking.*

Well, yes, I bear much.

*And it shows.*

I do look a little bit disheveled, confused.

*Less that. Your clothes are a little tight.*

Oh, does one notice that I have gained some weight?

*That's the investors. You look very well fed.*

You mean fat?!?

*It is noticeable that you have grown quickly. That is entirely normal. Some companies do grow in fits and bounds. Just get a new outfit.*

Will do. What do you think fits me? The classic look or the more modern one? Introverted or very outgoing? Solid color or colorful? Screaming or subdued?

*That depends on what type you are.*

What kind of type am I?

*You don't know.*

## Company Philosophy

Well, not quite.

*That is why you said “confused.”*

I just said, I am fat. Now, you are confusing me.

*Never mind. How do you want to be? Asked in another way, who do you want to be?*

I want to be the best, the most beautiful, the most liked and the biggest.

*Everybody wants that.*

I am not everybody.

*True, you do have potential.*

That is what I say all this time.

*You said potency.*

Isn't that the same?

*True to some degree. And you do, of course, only want the attractive customers?*

Who else? I have already been very chosy in my younger years.

*That is the right attitude. And attitude is the most important thing. Right?*

How right you are.

*You can build on that.*

How does it continue?

*You go deeper in your self. Start with the basis. As you know, who wants to climb the Himalaya has to go to the base camp first. Your journey starts there. From there you climb all the stages and goals, and you always return to the base. You define your strengths, put on a new, self-confident brand image, a strong mission statement, and cement your reputation as...*

Aoooooooo...

*...exactly, as the alpha wolf of the IT industry.*

That's how I do it. Thanks, Doc.

*No problem. Well, our time is up. That will be □ 15,000.00.*

You cannot ask for so much money from a 6-year-old.

*I see, that's the rub.*

Doc, I have to go.

*Hey, NEO 7EVEN, stay.*

Sorry, Doc, but I have to get back to my pack. The market won't wait forever. You'll get a homepage... Good?...

*Well, well, well. Quite cunning, the little fellow. But likeable. I think, he will shake up the market place.*



# Company Philosophy

A company philosophy can be understood as a central, over-arching concept guiding the leadership of a company and its long-term strategy in the market. It consists of the explicitly documented guiding principles of the company leadership and of the implicitly pursued basic principles of the company owners or the management board concerning the company external environment, namely customers, suppliers, competitors but also society in general as well as within the company regarding the employees.

Okay, enough with the obfuscating technical descriptions.

## **Now, to put it plainly:**

Each company has a philosophy. It mostly expresses in often very flowery and complicated sentences otherwise beautifully simple properties. It is the mindset of the company and, therefore, always has to sound impressive. Well, who wants to work for a dimwitted company?

**Here is our philosophy...**





We  
do not need  
a philosophy!

Really not?

No, not really.

But everybody  
has a  
company philosophy.

Exactly, Really everybody.

The diner on the corner, the plumber,  
the nail design studio in the red light  
district of Hamburg,  
the pharmaceutical company,  
the arms dealer,  
the country song producer,  
the two-men-full-service-ad-agency  
and even governments  
and heads of state.

And that exactly is the point.



**We are**

**not everybody.**

## The Highly-Gloss-Polished Philosophy

A philosophy is most of the time a grandiloquent, unctuous assembly of words, empty, exchangeable phrases that have been put together by self-absorbed marketing people, advertisers or wannabe leaders and that sound very intellectual. That in reality between the highminded-sounding philosophy and the actual presentation of the company are often Grand Canyon-like chasms is slyly accepted.

Nobody will notice anyway. The main thing is that it looks beautifully polished.

### **The fact is:**

Such highly polished philosophy statements blind companies as well as customers.



### Philosophy means:

The search for truth. Questioning the prevailing truth.

### Who wants that?

The people working for NEO 7EVEN have more important things on their mind than to wonder at work:

„Does this source code have a deeper meaning?“

or

„If I talk on the phone...am I? And if I am, how many am I?“

or

„Is this program fully synchronous with the company philosophy documented in the company's image brochure?“

or

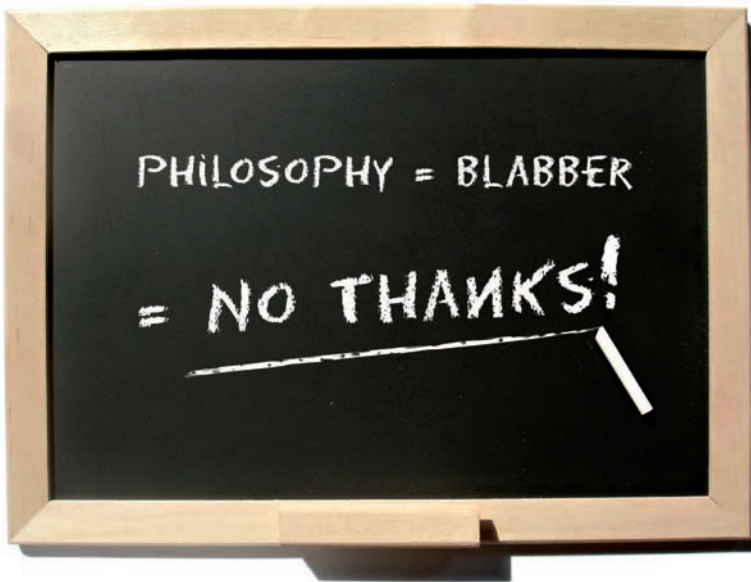
„Is our boss right when he says: Apple is fucking great? And is "fucking great" semantically correct?“

or also

„How am I to change the world if Darwin has not properly documented the source code of the operating system?“

**Philosophy offers too much room for interpretation – mostly misinterpretation.**

When it comes to philosophy our equation looks like this:





### **Okay, no philosophy. But what else?**

We are convinced that we can only be permanently successful if we lay a strong foundation and protect and support this foundation. To do so, we need two steadfast foundation pillars that are anchored to the base. These foundation pillars are:

#### **No. 1**

#### **The Leading Model**

We need a leading model with clear values and goals.

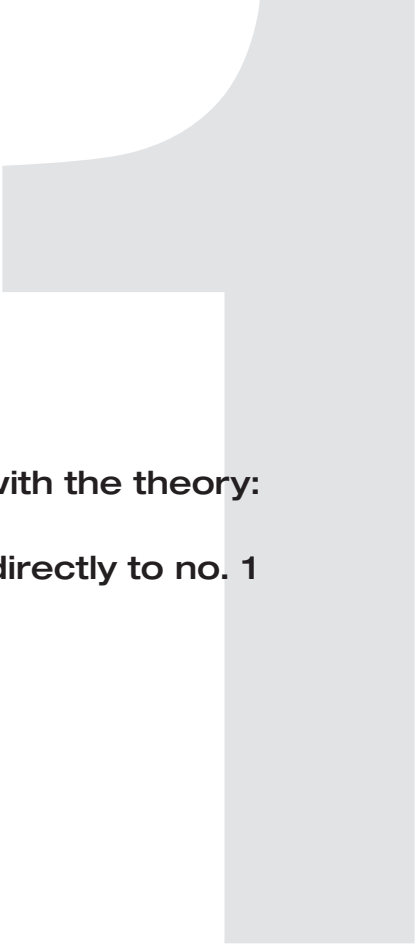
We work best when we can hold onto something to give us orientation. Something we can visualize, that gives us direction and guides us to a goal.

#### **No. 2**

#### **The Code of Honor**

We need a code of honor that cannot be misunderstood and is binding in respect to how we communicate with each other and with people outside of the company and how we treat each other and people outside the company.

The honor code establishes rules that everybody from boss to room cleaner is bound by and can look to for orientation. Only this way we can avoid empty promises and destructive blabber.



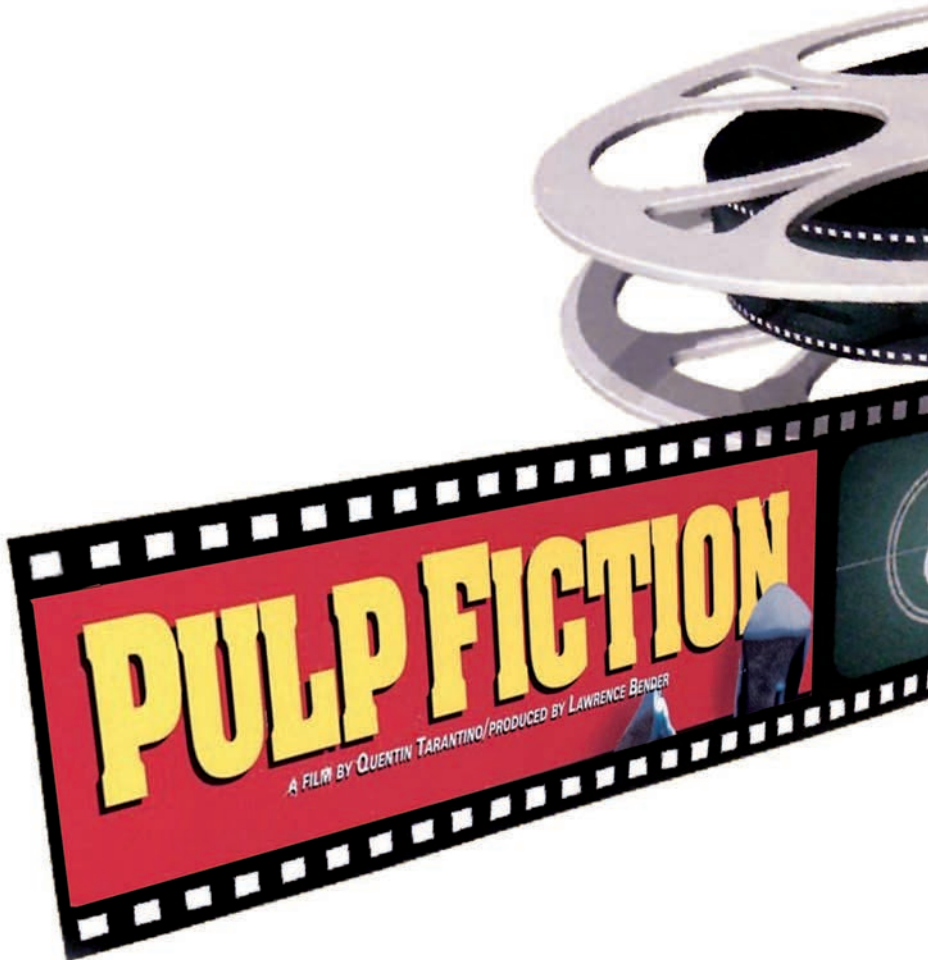
**Enough with the theory:  
Let's go directly to no. 1**

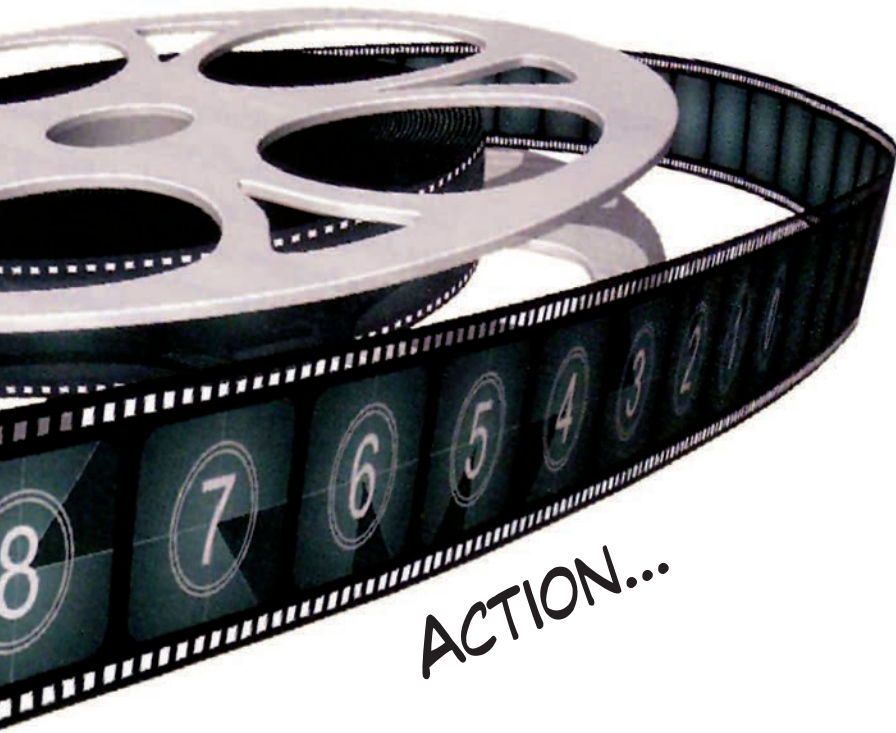


## Our Leading Model

## How does our leading model look?

Let's take a look at a sequence from a training film that shows perfect project management and execution.



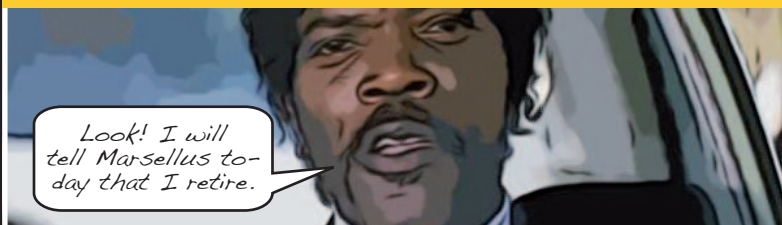


## WHAT HAS HAPPENED SO FAR...

THE AFRO-AMERICAN JULES AND THE WHITE AMERICAN VINCENT HAVE GOTTEN ORDER FROM THEIR BOSS MARSELLUS TO GET BACK A BRIEF CASE THAT HAS BEEN STOLEN BY A COUPLE OF GUYS.

JULES AND VINCENT GET BACK THE BRIEF CASE BUT OF THE COUPLE OF GUYS ONLY ONE, MARVIN, REMAINS.

HE SITS IN THE BACK SEAT OF JULES' AND VINCENT'S CAR ON THE WAY TO MARSELLUS.







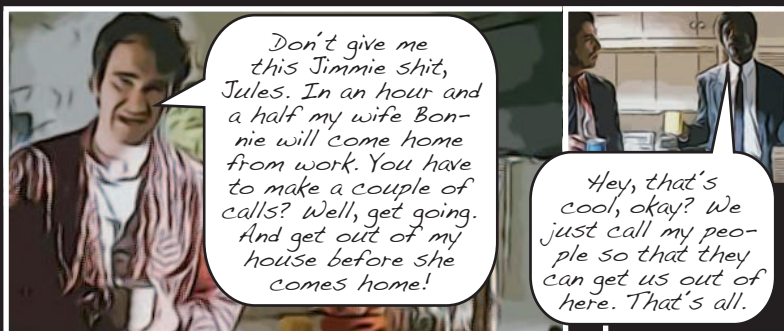


**I**N JIMMIE'S BATH ROOM  
THE ATMOSPHERE IS EXTREMELY TENSE.



**J**IMMIE'S KITCHEN  
VINCENT AND JULES ARE STILL STANDING IN BLOOD COVERED CLOTHES IN FRONT OF JIMMIE.



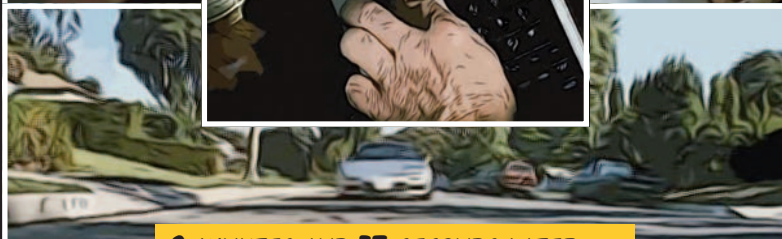
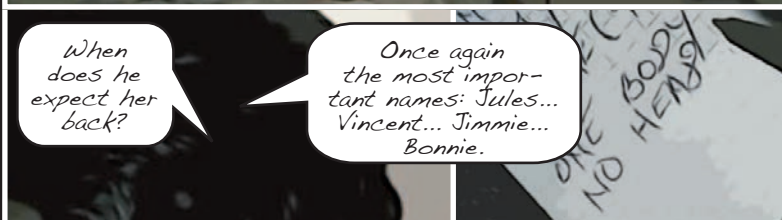


MARSELLUS, JUST HAVING BREAKFAST, SITS AT THE POOL AND TALKS WITH JULES.

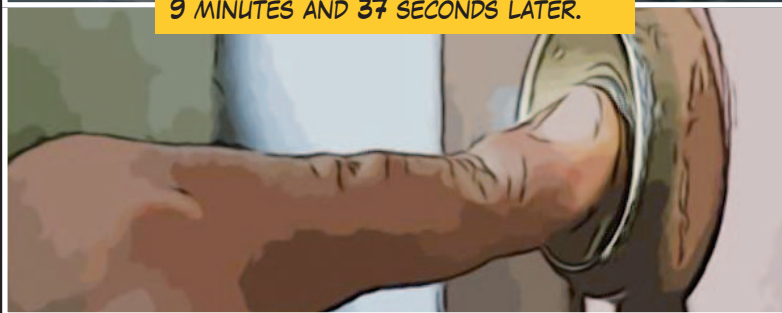


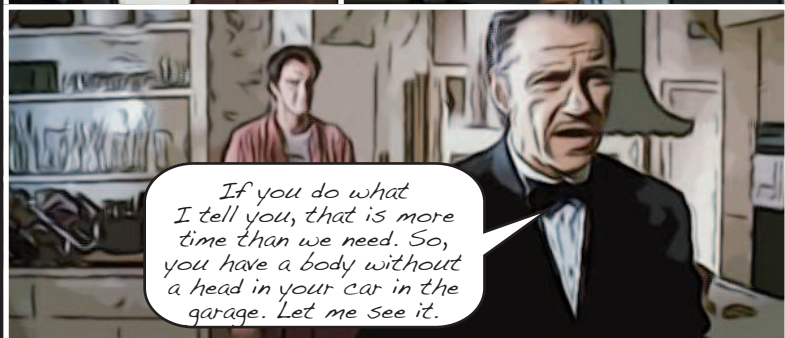
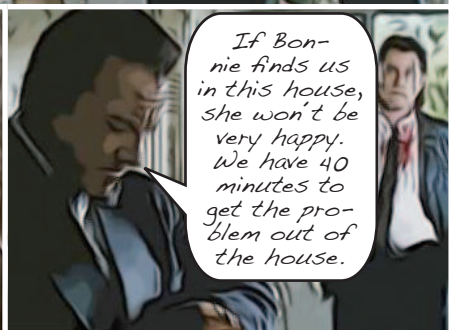
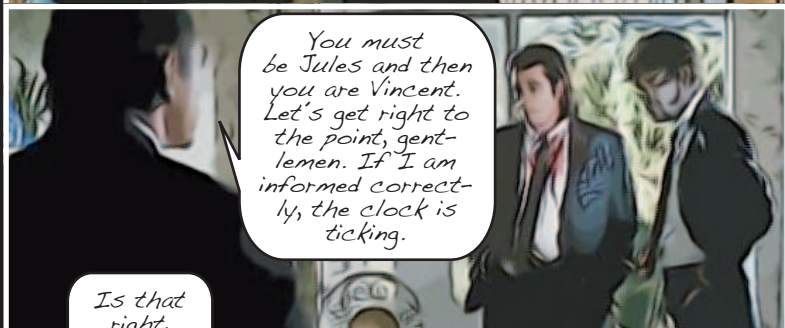
## HOTEL SUITE

A RECEPTION. IN A SIDE ROOM SITS WINSTON WOLF AND SPEAKS WITH MARSELLUS ON THE PHONE.



9 MINUTES AND 37 SECONDS LATER.





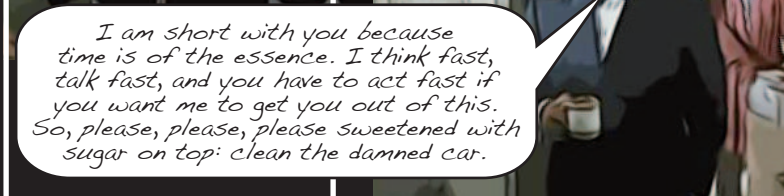
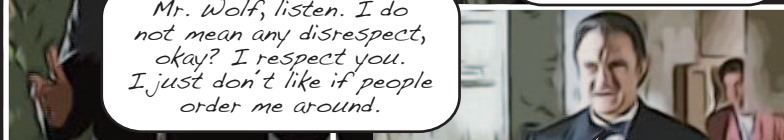
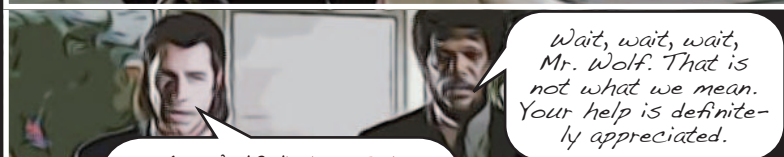
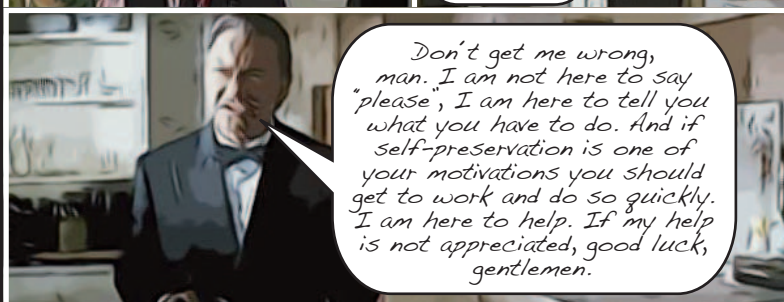
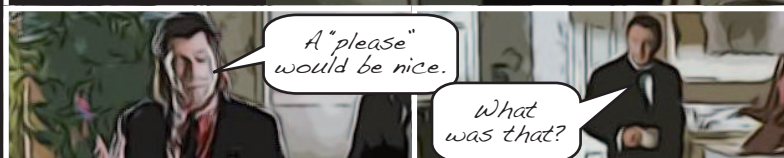


## IN JIMMIE'S GARAGE



## IN THE KITCHEN





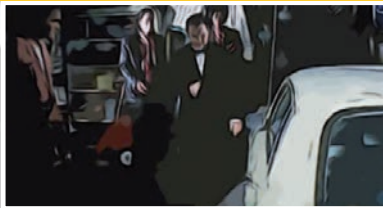
WOLF TURNS AROUND TO MAKE A CALL.  
VINCENT AND JULES GET TO WORK.

## IN JIMMIES BED ROOM

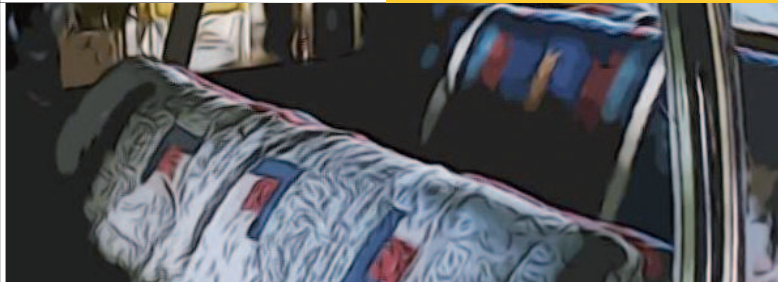


## GARAGE

JULES AND VINCENT HAVE CLEANED THE CAR.  
MR. WOLF CHECKS IT.



THE CAR LOOKS NORMAL AGAIN.  
THE SEATS ARE COVERED WITH  
FRESH SHEETS AND OVERALL  
THE CAR LOOKS VERY ORDINARY  
AGAIN.









## AFTER THE SHOWER IN FRONT OF JIMMIE'S GARAGE



## IN FRONT OF MONSTER JOE'S TOWING



MR. WOLF AND MONSTER JOE'S DAUGHTER RAQUEL COME BACK TO VINCENT AND JULES.



Are we  
done?

*As if it never  
happened. Until  
next time, guys.  
But stay out of  
trouble.*



*Mr. Wolf? I have to say  
it was a real pleasure to  
watch your work.*



*Yes, really.  
And many thanks,  
Mr. Wolf.*

*Call me  
Winston.*



*That is  
how it should  
be done, isn't  
it, sweetheart?  
Respect.*

WOLF GETS INTO HIS CAR AND DRIVES OFF.

## Well done, Mr. Wolf!



That Winston Wolf is one of the coolest characters in film history is undisputed. But what does he have to do with our world, our work and our company?

The answer is simple:

EVERYTHING.

Mr. Wolf is the ideal consultant. Even more, he is THE process optimizer, THE ultimate project leader. He shows visibly how project leadership and management is done. He is THE 100%-man, THE alpha wolf.

Let's just imagine we at NEO 7EVEN are Mr. Wolf. That is not too far fetched because as you will see we have more in common with Mr. Wolf than you may think.

Let's project our world onto his.

The following short project analysis will show you the most important steps we have to take to manage a project in the most efficient way.

**Let's be guided by Mr. Wolf and let's learn one of his secrets of success:**

## **The Alpha – Strategy**

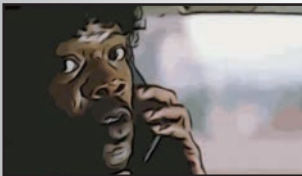
## A Record of Perfect Project Management



Vincent and Jules are professionals. In our case professional marketers. They do what they are paid to do and they do it well.



Like in every company and every department there comes up some problem. An unexpected, suddenly occurring event throws the two totally out of their workflow. Their project faces failure.



They decide to solve the problem alone and ask for more time.



In a crisis meeting they realize that they will never manage to solve the problem alone

Additionally, Jimmie, who is in charge of the time-to-market (the schedule of product introduction to the market) and watches the deadlines, confronts them with an ultimatum. Their time is limited. They have to act fast.



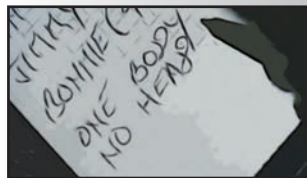
The marketers contact their superior Marsellus - their central marketing department - and ask him for fast and professional support.



The central marketing contacts Mr. Wolf, that is NEO 7EVEN.



The problem is defined. NEO 7EVEN checks the main data. Which company? What kind of project? What exactly is the problem? When is the deadline? Who are the contact people and mainly responsible managers?



### ! Important

Only with a thorough analysis at the outset will we be able to understand whether we are able to handle the project. Do we have the manpower and the know-how to realize this project successfully in the expected time?

We always have to keep in mind:

Time is our currency. Our customers exchange Euros for time with us. Can we offer a competitive rate they won't look for another provider. Beware, however, if we cannot make change.

### !! More important

The customer always has a problem!

Our customer can have 20,000 employees, 50 subsidiaries and a marketing and advertising budget of several million Euro. One thing s/he never have enough of is time. Especially successful companies are constantly occupied with optimizing their processes to save time. They only face one problem, namely whom to turn to for a solution? Ideally directly to NEO 7EVEN. And if they do not come to us, we come to them. Either way, the truth remains the same:

The customer always has a problem!



## !!! Most importantly

Our long-term goal is to make the ideal case the common case. If we accept an order, we have to be able to fill the order within the agreed upon time successfully. This means for us:

### DON'T FUCK WITH THE DEADLINE!!!

Conscious of the deadline NEO 7EVEN quotes the time until the beginning of the project. At this point we still have leeway.

***Wolf indicates that the normal time to the beginning of the project is 30 minutes but he will begin the project in 10 minutes.***



That's the way to do it. We quote a realistic time period within which we will be able to start a project. If we stay below our time estimate the better. Our customer will thank us for it.

***When arriving at the place of the project, Mr. Wolf introduces himself while checking the status of the project and presents his credentials.***



For us this means: "We are NEO 7EVEN. We optimize your business."



### ! Important

Who has something important to say does not do so in long-wound sentences.

No customer expects an endless list of competencies that are neither relevant for him nor for his problem. He does not care nor does he have the time to listen to a colorful name dropping. Who wants to make a point needs to set a period early. Period.

***Mr. Wolf identifies the key personnel, describes the situation from his point of view to make sure he understands it correctly and lets his clients confirm his understanding.***



For us this means to clarify who is responsible for the project, our understanding of the situation and the project restraints and to get a confirming nodding of the head.

***Mr. Wolf examines the problem personally at the scene.***



In all due respect to analysis and client briefings, we only recognize the extend of a problem when we see for ourselves.

*Wolf assigns tasks to his clients.*



A clear assignment of all the tasks that have to be accomplished to complete the project on our side is a requirement for a frictionless project management. It is here where most of the friction with the customer results. Sensitivity is often asked for.

### **! Important**

Some clients are not used to being instructed. They think that with our arrival their part in the project is taken care of. The opposite is the case. We consider ourselves project leaders. We guide our customers. We instruct them not to exert authority but because it is absolutely necessary. Our products are simple and effective - if one knows how to use them correctly. This knowledge we teach on location where our software is going to be used.

We train our customers in the safe handling of their new tools and empower them to help themselves in the future. This creates a lasting feeling of success for the customer and saves us a lot of additional work. "I know how to do it" is psychologically much better than "I need your help." The economic as well as the psychologic arguments are on our side. If we can present them convincingly, every customer will accept guidance and training.

## Our Leading Principle

***Mr. Wolf repeats one more time the project constraints to ensure understanding and cooperation.***



We will only start a project if all participants have understood their task and are willing to fulfill it.

***After this his clients approach their tasks with the right tools and complete the tasks.***



Have we received a collective “go ahead” nothing more stands in the way of a successful collaboration and project completion.

***The project was completed in time.  
The clients are happy, Mr. Wolf is happy. A classical win-win situation.  
The clients will approach Mr. Wolf again with the next project and will recommend him to others.***



Guys, this is how it has to be always. We have kicked the deadline into its behind and have completed the project in collaboration with our customers successfully. Both sides benefited from each other. We got quite a bit closer to our vision and justified our claim to be the alpha agency in our industry. Aoooooooooo, that feels good.

## Let's Recapitulate.

Mr. Wolf has done everything right.

Mr. Wolf has done everything in the right order.

## The Alpha Strategy:

1. He checked whether the order can be realized.
2. He introduced himself.
3. He identified key personnel and got them to buy into the project.
4. He has offered his assessment of the situation.
5. He has gotten the customers' confirmation of his assessment.
6. He has inspected the problem himself.
7. He has distributed the tasks.
8. He has recalled the project constraints to ensure a firm understanding and the collaboration of the other participants.

## Our Leading Principle

We will apply our alpha strategy to all our projects.

We will always ask ourselves:

**“What would Mr. Wolf do?”**

We will...



...hold on a second...

...NEO 7EVEN Software Solutions, hello?

*Hello, NEO 7EVEN.*

Only my friends call me by that name.

*My friend, where is my homepage?*

Doctor?

*My friends call me Doc.*

Hello, Doc.

*For you Doctor.*

I thought, we were friends.

*We are, as soon as my homepage is ready.*

Your homepage is about to ... be conceptualized.

*I thought so.*

You will get your homepage. I keep my word.

*Don't give me the runaround.*

I don't, I am just working on so many projects right now.

*Good. Have you worked on yourself as well?*

I have. You should see me. My new outfit – bespoke. My figure – firm.

*Sounds good. You are more self-confident in your communication. You don't babble as much anymore. How come?*

My secret of success is the alpha strategy. It works 100%.

*That is Winston's strategy.*

## Our Leading Principle

You know Mr. Wolf?

*Better than anybody else.*

I can't believe it.

*Never. Do you understand me? You must never lose your faith.*

That was just a saying.

*Save me that. Get to the point.*

How is Mr. Wolf generally?

*The question is: "How is you?"*

Sounds philosophical.

*Philosophy sucks.*

Right. Your question was, how I am?

*You are not letting yourself be confused anymore. Speaks to your goal focus. Back to Mr. Wolf. You have much in common with him.*

And what?

*Enthusiasm, the ability to work in a team and agility.*

You say: "much". What am I missing?

*You are missing nothing.*

Then I am Mr. Wolf.

*You are Mr. Wolf if you make professionalism, responsibility and authenticity even more your own. You have these core properties in you. You want to howl with Mr. Wolf? You want to call the tune? Then build on these properties. Learn the alpha principle.*

Alpha principle? Sounds secretive.

*Sounds like work.*

What is the alpha principle?

*If you were a poet, I would say it is Winston's soul.*

I am not a poet.

*It is the motherboard and the CPU of the success in one. The driving force behind it all. The core. It is everything.*

I want everything. I do not accept less. What do you advise?

0 *Appearance means much - but being is everything. Do you understand that?*

I understand.

*It is not enough to understand something. You have to internalize it. If you want to be the alpha wolf in your industry, you have to internalize the 6 core values. You have to live the alpha principle. You have to be filled by it into the last corner of yourself. In each moment, in each movement, in each action.*

Action before words.

*Right. Take off the sheep skin and let your wolf come out. Show teeth. The world has to see your wild commitment even in your smile.*

0 Action before words.

0 You repeat yourself.

0 It's a personal mantra. It has to be repeated.

*Without wanting to repeat myself, get to work right away.*



## Our Leading Principle

Yes, in a moment.

*No, NEO 7EVEN, not in a moment. When is "NOW" the right moment to improve yourself?"*

NOW.

*Yes, now and only now.*

Upgrade NOW. I start with it right now.

*NEO 7EVEN, one more important piece of advice at the end.*

Yes?

*Complete my homepage.*

Will do, Doctor. Many thanks.

*My pleasure. Makes one additional online-editor.*

You really are taking it to me.

*Move, NEO 7EVEN!*

Will do. My word on it.

*I wish you success.*

Talk to you later, Doctor.

*For you "Doc".\*\**



WOW, where were we?

Right. We will ask ourselves with every project:

**„What would Mr. Wolf do?“**

We will follow his example.

**We will be Mr. Wolf.**

When is  
**„NOW“**  
the right  
**time**  
to improve  
oneself?

The Doc has made it clear vividly. To be Mr. Wolf we have to internalize the alpha principle and the 6 core values. It is not necessary to dress like Mr. Wolf or to grow a moustache (that would not be such a good idea for our female colleagues anyway) but to make his core values ours. We will build on some of the values and make them more perfect, some we will newly establish and optimize but we will internalize all of them.

## **We will be Mr. Wolf!**

Don't lose any time. Let's take a look at the core values.

**NOW!**



# The Alpha Principle

## The 6 Core Values

## Enthusiasm



The people working at NEO 7EVEN are all disinterested.

Interest is ordinary blabber and only serves well if you rip off tickets at the movie theatre. You can be interested in stamps but with interest alone you will not be able to perform in a way that will bring NEO 7EVEN closer to realizing its vision, not to mention, to make NEO 7EVEN exceptional.

In short, interest is a meaningless term.

The people working at NEO 7EVEN are full of enthusiasm.

Why?

Because you cannot fake enthusiasm!

You can fake interest but enthusiasm is a state of mind. You ooze enthusiasm out of your pores and your eyes shine. It is an aura of excitement that you have about you.

### **Be enthusiastic!**

Enthusiasm is highly contagious. It spreads like wildfire. It jumps over to your team, to all people you get in contact with. Clients feel enthusiasm. They feel that you are serious, that you will fight for their company. And then they want to be on fire. Customers feel your enthusiasm because your fire is reflected in all your products. You wake desire in him because he is on fire for the product.

### **Be enthusiastic!**

The original meaning of enthusiasm is “the one filled by God.” Blabber, you think? Not at all! The biggest skill of exceptionally successful companies is their ability to instill enthusiasm in their employees. Such companies can even make the development of a power converter seem like an order from God.



## Our Leading Principle

They inspire their employees and inspire them to believe they take part in the creation of something great, something profound. In this enthusiasm the entire company is eventually immersed. The enthusiasm makes the company irresistible and sexy.

Don't worry, we are not looking for people who gesticulate wildly, jump up and down screaming "Oh my God!" or "Chakka!". We leave that to the people who are merely "interested." We want to feel enthusiasm. And we will feel it no matter whether you are the wound up or laid back kind of person

### **Be enthusiastic!**

Mr. Wolf is enthusiastic. He is entirely convinced of his abilities and skills. His clients feel this. He calms them. Failure is no option for him. He does not say how it should work but how it does work. He has an idea and realizes it. He acts. That is the biggest quality that enthusiasm contains.

### **Be enthusiastic!**

Enthusiasm capacitates you to realize your ideas. How often have you seen an application, an advertisement or something similar and thought: "I could have come up with that" or "I have had the same idea"? Certainly several times, haven't you?

Maybe you came up with the idea yourself, maybe you even had the idea first, but you have not realized it. It, therefore, passed away having languished in the dark turns of your brain.

WE WANT TO BRING TO LIFE OUR IDEAS.

Think of ideas as a delicate structure. They are light, empty casings that waft somewhere in our mind. Enthusiasm animates these ideas and brings them into reality. It makes them real. It is the stuff with which we cement our ideas in real life. Enthusiasm makes the difference between player and spectator. We are serious players. Therefore, play seriously, too.

**Be enthusiastic!**

## Team Spirit



People who are not able to integrate and work in a team do exist – but not at NEO 7EVEN.

We have had colleagues who were not able to collaborate in a team: the super smart and Jack-of-all-trades, the know-it-all and nitpick, even the one who was able to start a fire with a magnifying glass in the dark, and the one who knew the currently known last figures of Pi. We had to let them go again, though.

Why?

Certainly not because we did not recognize their talents and their uniqueness but because they all were not able to integrate and work in a team.

## Be a team player!

NEO 7EVEN is a cooperative of different talents, characters and individuals who all have one thing in common: they are team players. Our team rests on two pillars that are firmly rooted in our idea of human nature and our company vision: show respect and pursue the common goal. We have already touched on the common goal. Let's talk about "showing respect." We do not care what your last name is, your nationality or your religious faith. We give a hoot whether you wear Armani, Adidas or Emily Strange because that does not count for us. The only thing that counts is the effort you put into your work and into your team. We respect that. For that we respect you. Respect is the social lubricant of a civilized society, and we pride ourselves on that we work civilized and frictionless at NEO 7EVEN. With respect we avoid friction. When we talk about respect we do not mean blind obedience. We hold it with the Hip-Hoppers. Respect means to consider all people in your team to be at eye level and to recognize their contribution without envy. Show respect and you will be shown respect by others, too.

## Be a team player!

Mr. Wolf is a team player. On a very high level even. He has a large and heterogeneous team of helpers and helpers' helpers. He demands from

## Our Leading Principle

and promotes team spirit among his friends and clients. You will not see him move a finger for a project before he has gotten an assurance of co-operation from all participants. He skillfully includes his clients in the project and makes sure that all pursue the common goal and that all reach the common goal. He is not the lone wolf who does everything alone. He leads a pack. He knows how to make team players of his clients.

All employees who come in contact with customers have to be able to view their customers as team members and to communicate with them accordingly. The success of the customer is our success. His failure is our failure. Only as a team we will be successful together and achieve a lasting customer relation. If we can convey this to our customers, our work will be excellent.

### **Be a team player!**

We can only give our best performance when we all pull in the same direction. Does someone not pull along then help her/him. Show respect for a possible weakness and help her/him to keep up.

Imagine a team, it does not have to be your own team, is in danger of missing a deadline. Fires burning everywhere, the usual daily grind. Help this team. Don't ask, do! You will be thanked and will be supported if it burns in your office.

## **Be a team player!**

Don't get us wrong, please. We do not want you to moderate your special talent to a lower level. We want you to enrich your team with your talent. Train it and make it as strong as yourself. Show them how it works and you will in turn learn other tricks and ways of doing it. Teach and learn at the same time. Don't leave anybody of your team back. You only get to the finish together with your team.

## **Be a team player!**

## Agility



The times when the big have eaten the small are over. Today the fast eat the slow.

The unwritten law states: Who wants to hold one's own in the fast paced IT industry for long and assume a leading position in one's segment, has to have the core ability to identify shifts in the market quickly and react flexibly to them.

We call this core ability agility. Agility enables us to take a new path and call the tune and the trend. We do not just react but act actively.

### **Be agile!**

Let's not kid ourselves. Every application, every software we bring to market is obsolete in three to maximally four years. If we take too long with the development, the market introduction and the sales campaign the train on the information railway may already have left the station and we do not have a seat in it. We always have to be a bit faster than our competitors. The software solutions of today are tomorrow the solutions of yesterday. Our solutions have to set standards and have to be up-to-date tomorrow. This is true for the realization of current projects as well as for the recognition of trends of tomorrow. We believe: who follows a trend looks corny. Who sets a trend is damn cool.

Because of this we meet once a month for creative sparrings to get new ideas and let the best ideas fight it out. The best idea is king. It will be realized. It will be realized by the team that has sent it to the ring. Such creative sparrings keep us awake and in shape. They give us a head-start.

### **Be agile!**

Mr. Wolf is extremely agile. He receives a phone call at a reception and is ready in no time. There is no: "It is not convenient right now." or "Yes, but it will take a while." No, the guy is on the job



## **Our Leading Principle**

within 10 minutes. “Yes, but...” is a standard phrase used by lazy people. “Yes, but...” is synonymous for inflexibility. Please, please, please with sugar coating, no “Yes, but...” Back to Mr. Wolf. He inspects everything himself and acts. Everything he does, he does quickly. To a disrespectful remark by his clients he counters with a punchy reply. He is prepared and knows how to improvise. His entire communication is short and effective. This is how he achieves maximum effect in the shortest time possible.

### **Sei agil!**

The big advantage of NEO 7EVEN is arguably its disadvantage. NEO 7EVEN is, measured by its number of employees, a relatively small company. And that is fine as it is. Mr. Wolf also does not come with an army. Stay lean – with small teams we can act and react faster and more effectively than the big, immovable competitors. We certainly can employ even more people and grow bigger but we consciously do not want that. We want to stay nimble and lean. We believe we have the best people in the right position. We keep the teams small and their area of responsibility the bigger for it.

### **Be agile!**

Short communications and coordination lines in

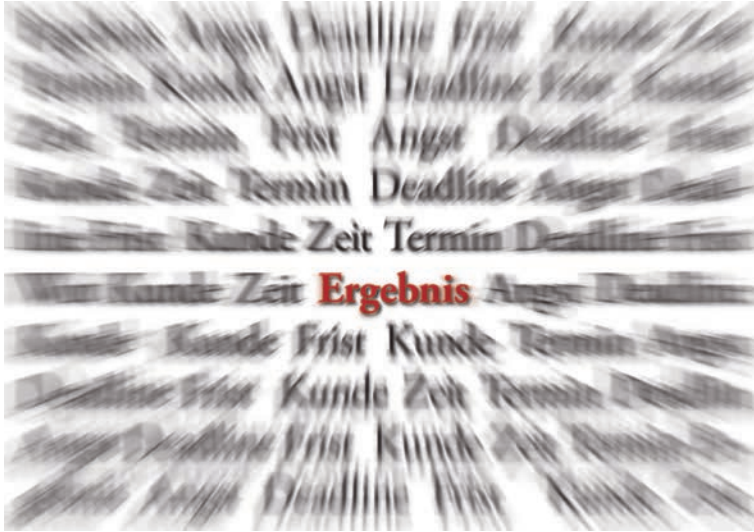
our company promotes agility. You don't have to fight through six layers of hierarchy to finally get to a decision maker. The decision maker normally sits only one, two tables away or next door. Doors are open to you. Come on in if you have a question or a suggestion. You will not want to miss this speed and profit by it. Just like our customers.

From a customer's point of view it is especially annoying having a problem and searching for help to be reconnected eighteen times and then to hear that the responsible person is not in his office today or that nobody feels responsible for him. Something like that must not happen at NEO 7EVEN. Every client gets a direct contact person who is responsible for the project. Should the contact person right now not know how to proceed a show of hands is enough and a specialist is right on hand. We solve problems and do not create new ones. We optimize processes, quickly and efficiently.

We go the direct way. Exemplary.

**Be agile!**

## Professionality



Simplicity and speed are the main characteristics of NEO 7EVEN. We offer software solutions that marry these qualities in design and function. Solutions are our business. But to solve the problem with keeping our own deadlines we have not found a way, yet, that works 100%. The fact that there is no company in the world that keeps deadlines always does not calm us but inspires us.

The 100% have to stand. We are professionals. We optimize constantly. We optimize ourselves.

**Be professional!**

Our customers judge us mainly by two criteria:

1. The quality of our solution.
2. The meeting of the agreed upon deadlines.

In both points they are extremely humorless. If the deadline stands, it becomes unmovable. We have to mobilize all our energy and capacity to complete a project before its deadline passes. It must not, but it does happen anyway, that we cannot keep a deadline of a project. Does this become obvious, the customer has to be contacted at least one week before the deadline approaches. Don't get the idea to contact the customer just an hour before the deadline. Then it is understandable that the customer does not understand how you could miss the deadline. Inform him early on.

### **Be professional!**

Another important hint. Always keep your customer in the loop about your work and your progress. Inform him about the special features you are adding to his product or had to add to make it better than he could have imagined at the outset of the project. Inform him definitely about the extra work you invested into his project. Never just throw the complete product on his desk together with the final invoice. He won't understand that. He won't understand it not because he is too dumb or not appreciative of your work. He won't

## Our Leading Principle

understand because he does not know what kind of extra work you had to put into completing his project. He thinks the product has to be as it is. He thinks it is normal and he thinks it is impudent and unnormal of you to ask for more money for the work than initially discussed. Inform him. He will appreciate it and will enjoy paying more for his unique solution.

### **Be professional!**

NEO 7EVEN views its customers as partners. In no instance we lie to our customer or hold him off. With all due respect to partnership but without strictly keeping a deadline it won't work in the long run. The customer will complete the project with us but will think twice to initiate another project with us. We keep our composure and look straight into his eyes if we have made a mistake and admit to it. That is better than come groveling later on.

### **Be professional!**

If we tell our customers we are going to complete our work on a specific point in time and don't make it after all, we make ourselves look ridiculous. We become clowns. Look at the clowns in the circus. They are either knee-slapping funny or tearjerkin-gly sad. Either way, none of these qualities is desirable. Or do you want to be pitted and mocked? Save yourself the circus. Keep the deadlines.

## Be professional!

Mr. Wolf is the model of how to deal with a deadline professionally. When negotiating the order, he sets himself a deadline and meets it with plenty of leeway. On location he ascertains that all participants have understood the importance of meeting the deadline and are aware of the consequences in case of failure. It is clear that no one wants to suffer the consequences. Mr. Wolf is in constant contact with Jimmie who watches over the deadline. He never loses sight of his goal. He focuses on the result and on nothing else. Nothing happens on impulse.

He stays cool. He is a professional through and through.

## Be professional!

When a deadline approaches you usually live through the entire spectrum of feelings. From fear and anger to joy and elation you go through all the feelings. But there is a trick to avoid the first two ones. The ability to focus on the result and not on the problem, namely the deadline, is Mr. Wolfs biggest mind trick. You can and should practice this trick as well.

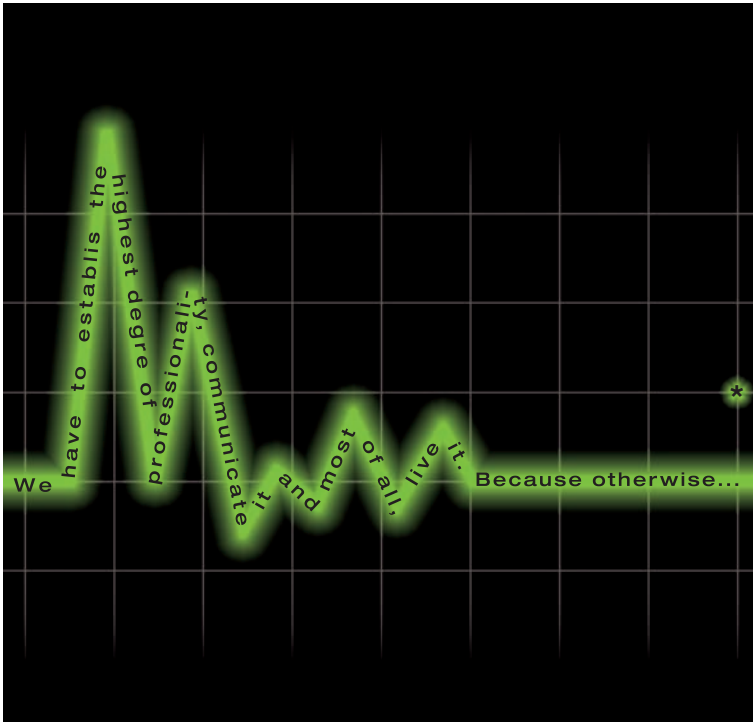
How?

Don't focus on the deadline. Certainly, you may

## Our Leading Principle

not lose sight of it, but do not let it engross your thinking and acting completely. Focus on the result of your work. E.g., imagine the finished, bug free, absolutely great and impressive application you have created. Imagine your satisfied customer with the broad, satisfied grin. Visualize your colleagues and how they approvingly clap your shoulder. Visualize your proud boss who raises his glass to you and feels proven right to have made the right decision to give you the project in the first place. Feels good, doesn't it? And the best, it works. Apply this mental trick regardless whether you work in a call-center, in sales or marketing. The professional uses it and is successful with it.

**Be professional!**



\* Okay? Stick to it and **be professional!**



## Responsibility



NEO 7EVEN is a nearly hierarchy free enterprise. The big advantage of such a structure is that all company related people come together at the same level.

Whether boss or intern, at our company every may and should voice their opinion freely. We trust each other and in each other. We are convinced that all company related people know to use these freedoms responsibly and do so.

**Be responsible!**

A disadvantage of such a flat hierarchy is the often undecided but justified question about areas of responsibility.

If a deadline is not kept, a customer is lost, a project pitch not won, who carries the responsibility?

**Mr. Wolf knows.**



# You

„Is that fair?“,  
you will ask yourself.

Only you are responsible and that always. Have we taken your suggestion and the result is, let's say, inadequate, you are responsible. If your team gets beaten up during creative sparring, you have to straighten the creases.

**In short, if something you are part of does not come through – you are responsible.**

Even if the copywriter has left too many typos in the company brochure, the graphic designer has not completed the illustrations quick enough and your boss started to stutter in a very important customer presentation: you are responsible.

# Oh yes!

### **You take part in the decision making, so you are responsible.**

That is living democracy.

That is part of the alpha principle.

### **Be responsible!**

To take on responsibility is not meant to embarrass you but a strike of luck and a rareness among the local circle of companies. It fosters your ability to think entrepreneurial. You are the company. The company is you. And if we all are the company, everybody considers her/his colleagues and takes responsibility for her/his work. That's self-evident. If you are responsible you cannot push the responsibility to others. You automatically look out for a frictionless work flow from beginning to end. It also helps to sharpen your awareness of the single creation stages to comprehend the product/project and the brand NOE 7EVEN as a whole.

### **Be responsible!**

Look at Mr. Wolf. Why, do you think, is he so diligent about everybody understanding their task and to do it as he tells them to? Why, do you think, does he inspect everything twice and keeps a jealous watch over every step of the execution? Why do you think does he drive the blood tainted car to the junk yard himself and does not let Jules or

Vincent do it? Exactly, because HE is responsible. If the project fails he will face the whole frustration and anger of his client and contractee. If it fails no one will assail Vincent for his itchy finger on the trigger but Mr. Wolf. His reputation as THE problem solver is at risk, and that with each of his projects. That is why he does not play any games.

For Mr. Wolf counts:

**His project.**

**His rules.**

**His responsibility.**

For all your projects and all your work take to heart Mr. Wolf's attitude and procedure.

**Be responsible!**

## Authenticity



Mr. Wolf thinks fast, speaks fast, acts fast. His talk is straight and cannot be misunderstood. His actions are uncompromising and goal oriented.

**Mr. Wolf has an attitude.**

**Mr. Wolf is authentic.**

NEO 7EVEN has insanely great products. Very much to Mr. Wolf's taste. Simple, clear, effective. Our customers love our products because they are easy to use and very effective. We keep our products simple because we know that they will work best that way. Behind it is a concept, a system and our attitude. We do not think anything of unnecessary frills. The customer does not think anything of asking for additional features. He is like

all people, he takes what he is given. He is never at fault. That is really so. At fault is only you, if you give it to the customer. Don't make any compromises that contradict our attitude. Never.

### **Be authentic!**

To better understand our attitude, we want to tell you a story, our story. Shortly after starting our company we have developed **NEOzenzai**® Media, the media independant database. We were so convinced of its functionality that we full of enthusiasm went to potential customers. In our briefcase was nothing but a laptop and a short presentation. No image brochure, no list of references, no screenshots, leave alone a demo version of **NEOzenzai**®. Nothing. The customers did not even know us. NEO 7EVEN had no meaning for them. And so happened what had to happen: we sold them **NEOzenzai**®. In front of them were guys standing without recommendation but with sparkling eyes and an unshakable believe in their idea. These guys had the courage to tell them, that they would not be competitive anymore, if they would not optimize their processes quickly. These guys were there to help them. The customers believed them, but not because they were such great speakers, but because they were authentic. They were authentic so **NEOzenzai**® had to be authentic as well. We did not pretend anything or adorned ourselves



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with borrowed plumes. We were for real. Authenticity was our door opener from the beginning, our key to success. That is how it was, how it is, and how it will be. We will never disguise ourselves, just like you.

### **Be authentic!**

We view our products and solutions as our babies. We gave birth to them with much love, sweat and tears. We are proud of them like daddy and mommy because part of us lives in them. When we enter into a partnership with a customer, we give them our products but we keep custody of them. We are not stepparents. When you notice that a customer cannot take good care of your kids, keeps nagging at them and blames you for raising them poorly, take your kids' side. You now know our attitude. Stand up for your kids and explain to the customer why they are as they are, and why this is in the customer's best interest. Don't bend over backwards. The customer will understand. If not, then let the customer go. There are enough inferior solutions out there in the market place.

### **Be authentic!**

There is almost nothing more appalling and to be pitied than a company that pretends to fulfill every customer wish and to modify and contort their

products at a customer's every whim. They betray their character and prove with that, that they do not have one to begin with. They do nothing else but prostitute themselves. And the customer sees and treats them that way.


Don't get any illusions. It will not be simple to always keep an upright posture but it is the only option.

ATTITUDE will accompany you on the way, light your way and point you the right direction.



Never let your product be contorted.

Keep it pure.



Have an attitude. Defend your vision.  
Remain an original.

Be authentic.

### At One Glance

Let's summarize quickly. There are six core properties you have to make your own and internalize to be Mr. Wolf. They form the alpha principle.



**1**

#### **Enthusiasm**

The power to let your ideas become reality.

**2**

#### **Team Spirit**

The will to put the WE before the I.

**3**

#### **Agility**

The energy to be a wee bit faster and to lead the way.

**4**

#### **Professionalism**

The ability to focus and keep deadlines.

**5**


#### **Responsibility**

The willingness to stand up for your work and for your team.

**6**

#### **Authenticity**

The courage to defend your work and your convictions.



Now that you know the alpha principle – apply it. No more compromises. Work and think like an alpha wolf.


Always stick to your ATTITUDE. Hold it high and defend it.



# BE

enthusiastic,  
team-oriented,  
agile,  
professional,  
responsible  
and  
authentic.





**We will realize our vision and make  
NEO 7EVEN a leading and unmistakable  
enterprise in the IT market. We will  
do so together with you.**





## Honor Code



**Flat hierarchies, friends with everybody, freedom to decide – I can do and leave alone whatever I want.**

**In your dreams.**

Here at NEO 7EVEN we try to give as much freedom and space to all employees as necessary. Self-actualization can in our opinion only take place in a free company culture. However, even we have rules that ensure that everybody shows respect to everybody and that we all pull in the same direction. Although, we appeal to everyone's reason and especially to the reason of our employees we cannot subdue the feared ghost of anarchy. You have to imagine it like in "The Sixth Sense" starring Bruce Willis. Therefore, we have composed a little code that codifies as the word implies certain things. We call it Code of Honor. We will all be bound without exception to this Code of Honor starting with the bosses. It is an honor to present it to you and an even bigger honor to orient ourselves by it and keep it.

Regarding the Honor Code we are for once entirely serious. Therefore, take it serious and keep it. Always.

1.

**Whatever happens at work stays at work.**

Loyalty is the characteristic we hold in highest esteem regarding everyone working at NEO 7EVEN. Talent and know-how one can buy. But not loyalty. Loyalty grows through trust. That is why we consciously have made NEO 7EVEN transparent. Every employee will be informed on important company developments and can get the information on request. We have nothing to hide and think that openness and trust contributes significantly to and promotes employee's identification with NEO 7EVEN as their company. To further ensure this transparency we expect of all company personnel that information internal to the company are treated very confidentially. Even if you are in a bad mood and are not happy about NEO 7EVEN don't gossip with others about internal affairs of NEO 7EVEN. Don't talk bad about the company. Never.

2.

**Was that really my decision?**

We develop new products always in a team. We discuss new features with our employees because their opinion is important to us. If we agree on a strategy then there is no turning back. The train has left the station, and we are passengers in it. A decision is made jointly, therefore, we exe-

cute it jointly. We do not want that someone half way decides s/he does not want to participate in the journey, and rationalizes it by saying s/he did not like the destination in the first place, and s/he would like to go somewhere else entirely, and so on.

During the process of decision making you have enough possibilities and time to intervene and express your concerns. Once the entire company is on course, the tasks are assigned and everybody has taken her/his place, it is too late. We go through it with it determinedly together.

### 3.

### **The truth and nothing but the truth.**

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Don't lie to us, and don't lie to your colleagues. Never lie to the customers either. Lying is ethically unacceptable and wrong. We will not tolerate lying, by nobody. If you have no problem with lying and don't think it is objectionable, go into politics. At NEO 7EVEN lying has no place. Also, if you do for whatever reason mess up something stand by it. Tell us the truth. So far, we have not beheaded anyone who was brutally honest with us. But liars we have beheaded.

## 4.

**Messie (compulsive hoarder) is not derived from the word “messias.”**


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Do you know the legend of the genius who mastered the chaos? Well, it is made up. The guy was a messie. The rumor has it that he went into a messy room and never came out of it again. There is nothing brilliant about being messy. We also have not yet met anybody who found salvation in chaos. We optimize processes, we solve problems, we create and represent order. Therefore, our offices have to look orderly, and that starts with your desk. Everything that has nothing to do with your current project, needs to be put away orderly. Personal things? Off of your desk. Put everything away except for your fetish. You are reading correctly. Our motto is: “A fetish for everybody.” Even the late Schiller said: “Every human being should have a fetish.” In his case it was an apple he put on his desk and let rot. Schiller found this stimulating, it inspired him. So, if you have an object that may be a source of motivation, delight or inspiration to you, you can put it on your desk. One item only, please.

## 5.

**You really did well.**


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The stand-up comedian’s bread is laughter, the actor’s is applause and ours is the recognition

by colleagues also known as “praise.” If somebody does well, put your recognition in words and tell her/him. If you are so good with words then give her/him an approving pad on the shoulder. Praise often works wonders. Praise motivates by far more than giving material things to someone. It proves personal maturity and lets colleagues grow by a couple of centimeters. We do not praise inflationary but we do it occasionally.

### 6.

#### **You are kidding, right?**

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Our sense of humor is biting and a little black, but we do have a sense of humor. Who often passes the 8-hour-line should take it with humor. We do. Laugh and be happy. Tell a joke to others or tell it to yourself. That loosens up the atmosphere quite a bit and shows that we are a communications agency and not a funeral home. Of course, we do not want an infinit loop of laughter bordering on delirium but a strong, honest laughter in between wakes up and is very likable. After that, work goes much smoother right away.

### 7.

#### **“Please” is the magic word.**

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The Americans perfected it, the constant use of “please” and “thank you.” Admittedly, in the beginning this needs getting used to for Europeans,

and one thinks it is all just a big show. But after one, two days one does not want to miss it any more. A short “please” integrated in a sentence smoothes any statement’s rough edges. And a “thank you” at the end of a conversation is just charming and cordial. “Could you please take care of this for me?” sounds much better than “Do this for me!” A “Hey, that’s a good idea, thank you” is definitely more charming than “Well.” To create a good working atmosphere these two words are indispensable. Use them, please.



### **Good morning, NEO 7EVEN!**

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If you come into the office in the morning, at noon or in the evening, please, greet everybody. All company personel is glad to see you. Show them that you are glad to be here as well and greet everybody. That shows respect and nobody is scared if you now sit in the previously empty chair. The same is true for leaving the office. Imagine someone needs your help or a customer your advice and you are unavailable because you quietly slipped out the building. Let your colleagues know. Bid a short good-bye to everyone and see you tomorrow – fully refreshed and relaxed.



9.

### **I always wondered.**

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If you do not understand something, ask. Ask your team members, your boss and, in case it helps you, you can also ask the janitor. We want the communication between everybody to work smoothly and for that a collective understanding of the task and project is required. So, if you are not sure about something, then ask. If you still do not understand it, ask again. Even if you should get on your colleagues' nerves, ask until you are entirely clear about it.

Any questions?

10.

### **That has to be a mistake.**

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Who makes mistakes, does everything right. That may sound illogical, and it is. People who let themselves always be guided by their reason never take a risk. This leads them to create and deliver boring work. Things the world already knows. Nothing innovative will come of boring workers efforts. We want to and have to be innovative. We want to set ourselves apart from mediocracy, create new trends and remain incalculable for our competitors. At NEO 7EVEN it is normal and even desired to make mistakes. Just remember that a professional makes one and the same mistake only once.

## 11. **Say no to envy.**

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Who watched the movie “Seven” or is well versed in the Bible knows that envy is one of the deadly sins. Although, we do not read the Bible regularly, we can not stand, not for our lives, envy. If one of your colleagues accomplishes something good or has been praised for something, don’t envy him for it. If he is better than you in some things, don’t be jealous of him but feel motivated to do likewise. Good people inspire us. We want to improve to keep up with them. We learn from them and optimize ourselves. You can only get better if you measure yourself with them. Envy is an entirely destructive force. It eats up not only your mind but your team and, eventually, the entire company. Leave envy to the soap operas on TV. It has no place at NEO 7EVEN.

## 12. **Need a slap on your cheek?**

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We like clear words and clear statements. If you don’t like something, say so. If the behavior of a colleague perturbs you, gets on your nerves, irritates you or holds you back – then tell him. Tell him privately and directly. Don’t criticise him in front of others. That is unprofessional. A verbal slap on the cheek is always more honest than a forced pad on the shoulder. If you have to criticize so-

something or someone, do so professionally. Don't be personal and injurious. We do not appreciate that as well as spreading rumors. If you have to say something then say it straight to her/his face and not behind her/his back. That will not get you anywhere and does not speak for your sincerity. You know how it goes in the game "Silent Mail." As the initially said goes around it is enriched with anecdotes and in the end arrives totally disfigured at the final recipient. What you said initially has turned into a vicious and personal attack. Leave such games alone. Be honest, and we won't have to slap you on your cheek.

### 13. **Let's go – put the hammer down.**

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Meetings can be quite stressful. They are without a doubt necessary but they do keep us from our actual work. This is why we try to keep them as short as possible. Everyone who participates in a meeting should be well prepared and have her/his questions and suggestions on hand in writing. The one chairing the meeting should be aware that it is not a one-man-show and the conference room is not a stage for her/his ego. We have no time for such games. Who is concise says more than the one blabbering on and on.

## **Was that all?**

Yes, that's all. Keep the Code of Honor, and we will grow old with each other.

We wish you much success and a great time at NEO 7EVEN.

That is the

**Begin**

ning.

# Begin

# now!

*\*\*The Doc got his homepage. And the online editor as well.  
We are still friends.*