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## AFRICA MEDIA ONLINE COMPANY CULTURE

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2018

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The goal of this company culture document is to make explicit the assumptions that we bring to how we work together and treat each other. For Africa Media Online to become all that we could be, it is critical that the people who make up the Africa Media Online team know how to work well together. Peace and respect and honour are fundamental for maximum productivity.

At Africa Media Online we look for three characteristics in team members:

- Humble – ready to learn, willing to submit to others, able to prefer the needs of others
- Hungry – excited about the vision, working with passion, striving for excellence in serving our clients and our team
- Smart – sensitive to the needs of others, growing in emotional intelligence which enables us to work well with other team members and caring for clients

According to John Maxwell people ask three questions that followers ask leaders: Do you like me? Can you help me? and Can I trust you? If that is what we, as followers, ask of leaders, it is also what we need from one another. We want a working community where we like one another, where we help one another and where we trust one another. We come from many cultures and those cultures are not the same. In Zulu culture you stay seated to show respect to an older person. In Western culture you stand up to show respect to an older person. In Zulu culture you look away from someone to show respect. In Western culture you look someone in the eye to show respect. In Zulu culture you greet everyone in the room by going around to each person and shaking their hand. In Western culture it is acceptable to walk into a room and say “Hi everyone” to all present at once. We are different, and because we are different we can often assume something about someone else that was not their intention at all. So because we are from so many different backgrounds we need to be intentional about forming a common company culture that facilitates good working relations.

With that in mind this is what we expect of all members of the Africa Media Online team whether you are full time or part time with us:

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## 1.0 FULL VERSION

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### 1.1 BASIC COURTESY

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- We greet and acknowledge each other
- We say please and thank you
- We treat each other with honour and respect. We do not stereotype each other
- We are patient, kind, rejoice in truth, protect, trust, hope and persevere
- We do not envy, boast, dishonour others, keep a record of wrongs, or delight in other's misfortune
- We are not proud, self-seeking, or easily angered
- In conversations we can differ with others without demonizing them. We can conduct robust conversations and debates without becoming personal.

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### 1.2 WORK

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- We are humble, ever ready to learn. We don't need to prove that we know everything or anything
- If we do not know or are not sure, we stop doing what we are doing and we ask someone who knows and we ask questions to the point where we know that what we are doing is the right thing to be doing
- We do not hide our mistakes. We admit to them quickly without fear so they can be dealt with and corrected
- We do not hide other people's mistakes. While we do not rejoice in other's failure, we do rejoice in truth. The best way to resolve a problem is to bring it to the attention of those who can help to solve it. So we have no fear of being labelled an *impimpi* because if problems are brought forward early, they can be solved quickly
- We are passionate about our work. We have drive without giving in to overdrive
- We strive for excellence in our work, without becoming perfectionistic. We seek to give clients what they really need, not whatever they happen to ask for
- We value personal success and rejoice in one another's achievements without feeling threatened or in our speech and behaviour rewarding those who underachieve in order to not stand out from the crowd
- We seek the correct information, without over-researching such that we have information overload

- We carry out our activities diligently, without giving in to frenzy. We know how to focus, complete our work well and then move on to the next thing without giving in to distractions
- We recognise that achievement rather than just hard work or long hours is recognised and rewarded in this organisation
- Ours is a culture of innovation where any and every idea to improve our products and services or make us more efficient and effective is taken seriously, and if, upon assessment, it is found to be better than what we currently do, it will be implemented immediately. We are confident that innovation will be recognised and rewarded in this organisation
- We value debate and a variance of opinion. We do not look for conformity. We do not all need to agree on everything. It is far more valuable to have an atmosphere where all ideas are shared and made available than to keep thoughts to ourselves to “keep the peace”. Nothing is gained by our not knowing the ideas that are coming to each and every team member. In sharing ideas, however, we do so with respect and we acknowledge where the ideas are coming from
- We recognise, that if we are faithful in little things that will, in time, be recognised and opportunities to be faithful with much will surely come our way. Even if this is not at Africa Media Online itself, it will certainly be in other contexts in which we find ourselves. We know an investment in faithfulness and diligence never fails
- We realise work is not the whole of our lives and so we respect one another’s need for a flourishing life outside of work. At the same time we are willing to put in the effort required to avert a crisis or to solve a crisis
- So that we do not need to take work home, when we are at work we work, resisting the temptation of distractions like chatting, social media, phone calls, videos
- We give one another permission to call us on, or to require us to stop, any distracting activity that eats into our work and productivity, whether that activity is distracting us or distracting others
- We are honest with the hours we work, the leave we take or the pay we receive. If a mistake has been made, we bring it to the attention of those who have the responsibility whether the mistake is in our favour or in the company’s favour
- We realise that for most of us our time at Africa Media Online is a stepping-stone to other employment or other entrepreneurial activity. We therefore, make the most of the opportunity to grow in our skills and our ability to add value to the company and our work colleagues without expecting the company to give what it cannot – eternal security! Our hope is not in the company but in God who alone is the giver of all work and all opportunity. At the same time we recognise that the degree and the faithfulness with which we apply our gifts and talents now is directly proportional to the opportunities that will come our way in the future
- We are not a hierarchical organisation and we operate with as flat an organisational structure as possible. In the light of that, we realise that to operate well together we give honour to one another for the roles that have been assigned to us

- We recognise that there is safety in confidentiality. A family that shares confidential matters with outsiders quickly gets torn apart. For this reason and because we are for one another and for the success of our company, we respect the confidentiality of what is shared within the organisation and only speak to outsiders about matters in the organisation when we are commissioned to do so by the Africa Media Online leadership

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### 1.3 CONFLICT

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- We always deal with conflict directly with the person we have an issue with
- We never speak disparagingly about someone else to others while that person is not there to hear and defend themselves
- If we have an issue with someone, we go directly to the person and speak it out. If the person won't listen, we take along a neutral colleague and attempt to resolve the situation with the help of the neutral colleague. If the person still will not listen, we escalate it to someone who has authority over both us and the person who will not listen
- We are quick to admit fault and to say sorry
- We never hold grudges. We keep no record of wrongs (except where required to in terms of policies and procedures) and we are quick to forgive

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### 2.0 SUMMARY VERSION

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- Greet everyone
- Use please and thank you
- Be humble
- Be teachable
- Ask questions
- Admit to your mistakes
- Don't hide others mistakes
- Work with passion
- Work to achieve the goal, not to fill time

- Improve the systems
- Use phones and social media outside of working hours
- Be honest
- Respect the role of others
- Keep confidentiality
- Resolve conflict directly

