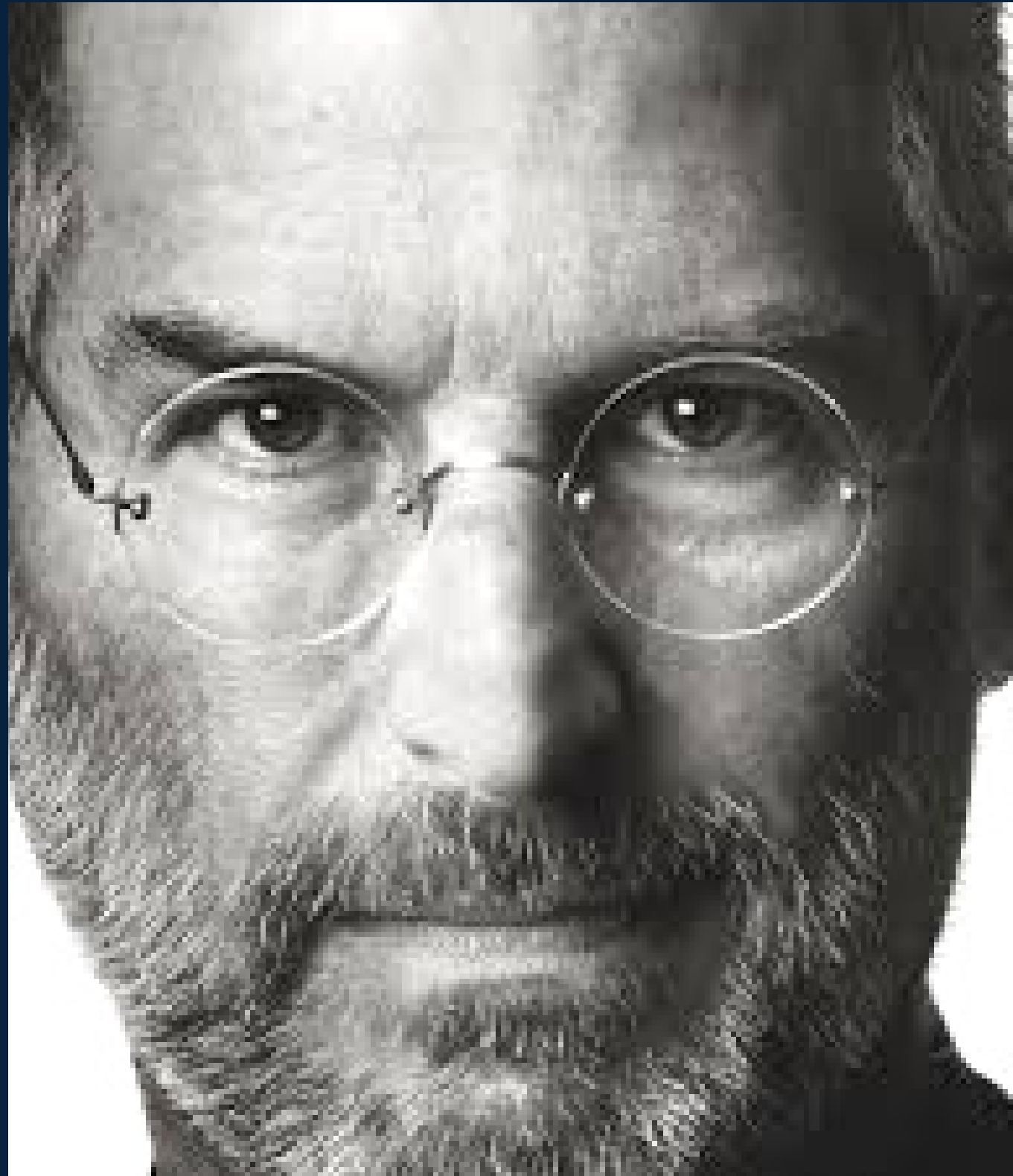


BS+Co.

ONBOARDING RESOURCE GUIDE

WELCOME TO THE TEAM!





"When you grow up you tend to get told that the world is the way it is and your life is just to live your life inside the world. Try not to bash into the walls too much. Try to have a nice family life, have fun, save a little money. That's a very limited life. Life can be much broader once you discover one simple fact:

Everything around you that you call life was made up by people that **were no smarter than you**. And you can change it, you can influence it... Once you learn that, you'll never be the same again."

A photograph of two women with long, wavy brown hair, smiling and looking at each other in a warm, home-like environment. The woman on the left is wearing a dark blue cardigan over a white top, and the woman on the right is wearing a white button-down shirt. In the background, there is a stone fireplace mantel with a green plant and some orange pumpkins, and a white bookshelf with books. A window with light-colored curtains is visible on the right side of the background.

WELCOME TO THE TEAM!

Let's get the ball rolling!

We hold the belief that if you're here with us that you don't need a giant text-filled pdf filled with all of the things that you should do. By the fact that we chose you, we already know that you're the right human to help us serve our clients.

This reference guide should be used for you to better understand us and what we do, together.

OUR STORY

A TIMELINE OF OUR HISTORY

2018

December 1st, 2018, Denver + Finn began serving our very first (and favorite) clients, Modus Advanced and Collaborative Drug Discoveries (CDD). Founded by Britt Schwartz, D+F was the proof-of-concept test to see if company leaderships would be open to working with marketers in a slight-different way.

Hint: they were!

2019

In 2019, after over a year of successful building relationships with our clients, Britt renamed D+F to Britt Schwartz & Co. This was done to better reflect that we were not a large agency and our clients hired us for who we are.

2020

With the addition of Stacy Willis as a partner, Britt Schwartz & Co. no longer truly reflected who we were. We had already begun to shorten our longer name to BS&Co. We chose to keep that shortened version but replace the ampersand with a + to better communicate that it's not just Britt and Stacy anymore, but an entire team!

2020 also brought clarity for which companies we are best aligned to serve. We already reached a new milestone...you!

DENVER & FINN
MARKETING COLLECTIVE

BRITT SCHWARTZ & CO.

BS+Co.



OUR MISSION

TO SUPPORT OUR CLIENTS IN THE
FULFILLMENT OF THEIR MISSIONS.

A photograph of two young women with long, wavy hair, smiling and looking at each other. They are standing in front of a brick wall with blue and white graffiti. The woman on the left is wearing a dark blue dress with a wide, braided brown belt. The woman on the right is wearing a black long-sleeved top with a buttoned placket and a patterned skirt. The background shows a brick wall with blue and white graffiti, including a large blue flower-like shape and a white geometric pattern. The scene is brightly lit, suggesting daytime.

OUR VISION

TO BE THE PLACE NO ONE EVER WANTS TO
LEAVE.

CORE VALUES

THE WAY WE WORK MATTERS



Client First.
Always.



Bring Answers,
Not Questions.



Say What,
Not How.



Think Big,
Act Small.



Be a
Good Human.

OUR PROMISES TO YOU

✓ To Fuck Up at Least Twice

We're not perfect, but we will try very hard to be the best place for you to learn, grow, and enjoy your career. We will fuck up, at least twice. We expect you to help us make this a great place for you.

✓ No Bureaucracy. No Bullshit.

Two swear words on one slide...nice. But, we mean it. If it doesn't serve our clients then we're not doing it. Period.

✓ Always Point to Our Clients

Yes, we are a business and because of that there are things we have to do to keep it running. But, our focus will always point first to our clients' businesses. That's where it belongs.





THE MOST IMPORTANT THING

Your role here at BS+Co. is an important one. You're here because we know that you're the right person to do the right job for our clients.

Our ask of you is that in everything you do, you ask if "this is serving our clients well?"

If it is, it's allowed.





HOW **WE** WORK

A BIT MORE ABOUT HOW WE WILL WORK TOGETHER



We facilitate, not manage.



We work with autonomy + trust



Provide a clear definition of success.



Real feedback required



We tackle real problems.

THINGS WE LEGALLY HAVE TO TELL YOU



- Don't be an Asshole

We have a zero tolerance policy for abuse and harassment of any kind. We all have bad days, but any action that harms or intends to harm a co-worker or client will be met with immediate release from BS+Co.

- Computer Equipment

We want you to have the best equipment to be your best self. Let us know if you need something repaired on your electronics.

Oh, and please return it should your career path take you from us.

- Time Off Is Needed

We have an unlimited vacation policy and we take all federal holidays off. If at any point time off causes any pain to co-workers or clients, we'll let you know and we can solve it together.

- Perks + Benefits

We offer enrollment in our group health insurance, dental, vision, 401k.

You will have the option to accept or decline coverage during your onboarding. More information in Gusto.

- Trade Secrets

You are being entrusted with sensitive information both internally and for our clients.

Keep it to yourself.

- Federal + State Laws

We abide by all laws (expect maybe speed limits) and this includes all employer/employee related regulations.