
KW2



FEELING LIKE A SUCCESS AT KW2 ISN'T HARD WHEN YOU:

MAKE EACH OTHER STRONGER.

Understand what your coworkers do and how your roles intersect. Then do your best to help them succeed—whether that means learning new skills, asking questions, pitching in or getting your time sheet in on time.

PREP, PREP, PREP.

Get your mental house in order before every kickoff, presentation or meeting. Take the time to fully consider your ideas. You don't have to have all the answers, but be ready to listen, explain and discuss.

COMMUNICATE, DON'T ASSUME.

Clearly communicating goals and expectations helps the whole team avoid confusion, drama and mistakes. So ask dumb questions out loud and, please, be direct about what you think, want and need.

TRUST EACH OTHER.

Even when we disagree, we're all working toward the same shared goals. Remember that, and it'll be a lot easier to take risks, avoid and resolve conflicts, outthink problems and give our clients our best work.

WHAT TO DO AND WHAT TO DON’T.

It’s always better to propose a solution than hand off a problem. You can always ask questions or seek advice, but don’t forget: we hired you because we like your brain.

DO take the initiative and use it.

NEVER GIVE UP.

Frustration is okay. Quitting is not.

KW2ers stay tenacious in the face of

change orders and meetings and long hauls.

Shake it off in whatever way works for you

and keep your standards high.

HAVE A LIFE.



KW2ers have families, run marathons, front rock bands and more. That's all important, replenishing stuff that makes you a better person. We'll do what we can to accommodate and support your passions.

FACE FAILURES HEAD ON.

Take a deep breath, resist the excuses and be straightforward with your team as soon as problems crop up or failures occur. We'll work together to fix what's broke.

LEAVE THE EGO AT THE DOOR

We expect you to have off days. We expect you to fight for what you believe in. But having problems or passion is no excuse for being an asshole. And that's true for interns and managers alike.

MAKE SOME FRIENDS

Beer 30 hangouts, breakfast runs, birthday celebrations, snacks on the patio. There are plenty of ways to participate, contribute and generally have a good time with your fellow KW2ers. Pick a couple and join in.



RESPECT THE AGENCY.

KW2 keeps it casual, but we're not wolves either.

So dress up for client meetings. Use headphones.

Recycle stuff. Make a new pot when you drink the

last cup, and put that cup in the dishwasher.

You get the idea.



AIM FOR GREATNESS.

Smart, surprising work doesn't just happen.

You have to want it and work for it. Read, look

at and attend things that make you smarter.

Share the work that makes you jealous.

Bring your hustle. Stay hungry, friend.



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