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FOREWARD/04

WELCOME TO THE 2011 BLUEWIRE MEDIA CULTURE & GLOWERS ALBUM

WHAT IS A CULTURE & GLOWERS ALBUM?

For many years clients have sent us "glowers" - our word for unsolicited praise or testimonials. And our "culture" has been something central to our team at Bluewire. This album is a culmination of the glowers and culture statements from our team to give you an insight into what we're about.

For many years we've admired Zappos.com, the online store led by CEO Tony Hsieh. They are famous for their legendary culture based around their 10 core values. People regularly take tours of their Las Vegas office so they can "see" their culture for themselves. Every year they release a Culture Book written by their 'Zappos Family'.

Since we try to emulate companies and leaders who we like, we invite you to read the first Bluewire Culture and Glowers Album!

All the best,

Toby Jenkins & Adam Franklin















CORE VALUES

- DEVOTED COMMUNICATION
- STRATEGY PLUS EXECUTION
- CONTINUOUS IMPROVEMENT
- TRUSTED ADVISOR
- · ECSTATIC PEOPLE























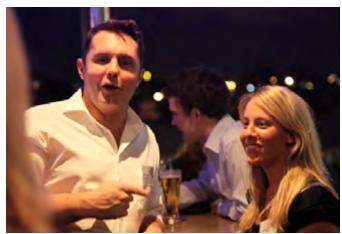


























PURPOSE

TO HELP EVERY ORGANISATION MAKE THE MOST OF A WEB STRATEGY

PURPOSE/ 13 PHILOSOPHY BRAND PROMISE BHAG

PHILOSOPHY

DO WHAT YOU LOVE

BRAND PROMISE

DEVOTED COMMUNICATION

BHAG (BIG HAIRY AUDACIOUS GOAL)

TO BE THE GOOGLE OF WEB STRATEGY































"The big thing for me about Bluewire's culture is staff empowerment and how suggestions from anyone about any part of the business are taken on board and considered. Everyone has the opportunity to instigate change and come up with new ideas (and see their ideas take shape.) Likewise, I love how I don't have to ask anyone if I can buy a client a going-away present or break "policy" to give a client the best service. It's our flat management hierarchy! I can't imagine being able to do these things in many other companies. "

"I love the very flat hierarchy we have here at Bluewire Media. Everyone's input on absolutely anything is valued and considered. There are no wrong answers and ideas are given a chance to grow. If I think of a way something can be done easier or more efficient, I feel empowered to spend the time to make it happen. The growing list of 'tools' that I've created and that we're now using are a pretty good example of this."

Sam S, employee 2 years

Many things I love about working at Bluewire. The flexibility, the experience, the networking, the social aspect (the parties!) and above all the team spirit and the work that we do here. Adam and Toby are both terrific leaders, and all employees get a real say in the direction of the business. There's no-one I'd prefer to work for.

Angus R, contractor 9 months

Lesley H, employee 4 years



" I feel lucky to have found Bluewire. Several of the companies I have previously worked with are (still) very traditional in nature. You know the type... slow to act, all decisions (even the small ones) made by a few at the top... very disheartening. Bluewire on the other hand is a forward thinking company and not afraid to give new ideas a go. All processes from business management right through to project work have been created through trial and error, by everyone. If something doesn't work, we change it. If we read or see something new, we try it. Gives you a great sense of ownership and responsibility! "

"The first thing I read about Bluewire was the line on the website: "The supreme accomplishment is to blur the line between work & play" and found it so inspiring. What Bluewire's culture means to me is to blur the lines: between talented and young, between hard working and fun, between co-workers and mates, and between far and near. I've been working remotely for Bluewire from the other side of the world for two years now."

Montse B, contractor 2 years

"Bluewire's culture means doing your best with a positive attitude towards your work, your peers and yourself. We are a team who are there to help each other grow, learn and improve. Our drive to help others succeed is achieved because we, as individuals, are push to succeed. Our hard work is only matched by our need to 'let our hair down'."

Shanon S, employee 6 months

Angela B, employee 3 years

CULTURE

"Bluewire culture means knowing that everyone's unique skill-set is vital to the mix. Bluewire culture is having bosses that trust you'll always do your best. It's being appreciated for your work and challenged to keep on improving. It's a team that respects and appreciates every person's native genius.

Working at Bluewire means being able to work from anywhere - (San Francisco, Santiago or Byron Bay!) but still having the access to colleagues and the support and feedback you get working from the office. Heck it means being able to move to Bondi!

Bluewire culture embraces learning. It's discussion and sharing ideas and molding your own role. I still find it remarkable I applied for a marketing job and was given a copy writing job because I'd be happier doing it (the job didn't even exist yet!).

At Bluewire - curiosity, motivation, creativity and freedom are nurtured, never stifled. You'll end up doing things you thought would be scary (like giving a speech on social media when you're new to the job!) only to find you can do that and more. Bluewire culture means finding it a bit hard not to brag about how good you've got it! And it means wondering why on earth more businesses don't treat their staff like their most important assets.

What I love about Bluewire's culture is the people. I really enjoy spending time with everyone; they're fun, smart and great value. We've got to know each other a lot over the last four years and the laughs and friendships are what I enjoy most. Living in Sydney and coming back to Brisbane once a month, makes me appreciate what a brilliant team we have!

Adam F, founder 6 years

Sarah M, contractor 2 years



organised so we can do more of what we feel passionate about. I love that we all question the status quo. I love that we're always improving in so many small ways. I love how we learn and implement so quickly. I love our flexibility in how we work. I love that we can and do say no. I love that I have confidence in everyone around me. And the best part is that I just really like all the guys and girls in the team too!

Toby J, founder 6 years

"I'm an intern at Bluewire Media and halfway through my program. I've found myself learning new things every hour, every day. I have been given countless opportunities to contribute and have been encouraged and accepted as part of the team. Their culture is inclusive, hard working and very positive.

The experience has been gold. "

Laura E. intern 10 weeks

that every staff member has a valuable and important opinion and that it should be heard. An open office with workspaces on the outer and meeting table with fruit on in the centre so that all can meet as equals, break bread (fruit and tubs of yoghurt) and grow ideas in the best interests of delivering an outstanding service offering back to clients."

Dave S, consultant 1 year, Oz-Meliorators



in everything that they do - from the first meeting to the end of a project; they all live and breathe their culture. The team are dynamic, open minded, agile, honest, hardworking and most importantly responsive which is what sets them apart from their competitors and is why we view them as trusted advisors and crucial to our success.

Hanh K, client 18 months

Media business. The whole team is energised, positive and this is down to having great leadership from Adam and Toby, coupled with a fantastic service that is offered to clients. I'd wholeheartedly recommend them and indeed do every time I can!

John F, colleague 2 years Netbox Blue Bluewire Media are one of those companies that just 'get it'. They understand how to harness the most out of their staff by offering them trust, respect, freedom to innovate and a corporate culture that most web designers and digital natives would give their non-mouse arm to be part of!

Pauly G, partner/supplier 3 years Reload Media



"The Culture to me means being able to enjoy the environment you work and a space where you are excited to go work and meet the challenges. I feel that this is an essential part of the culture at Bluewire, with everyone who works there excited to be in the office and committed to providing the best quality product and service to their clients. I thoroughly enjoyed my time at Bluewire where I as was able to learn and apply the new knowledge I have to my studies and future work opportunities."

Hamish K. Intern, 10 weeks

"The first word that comes to mind when I think of Bluewire's culture is "transparency". It is that transparency that has allowed me to build a lot of trust in a very short time with the organisation. There is logistical transparency regarding invoices and pay scales, but more importantly there is visionary transparency. The whole team, including newcombers are privy to the hopes and dreams of Bluewire. There are no hidden agendas, everyone working together, airing problems (or bottle necks as Bluewire like to call them) and brainstorming solutions. The whole team know what the others are doing. This transparency creates equality, trust and loyalty. By virture of this culture it has been a pleasure working with Bluewire and I would happily do so in the future."

Sharon B. Intern. 10 weeks































A "glower" is Bluewire's word for unsolicited praise. It might be a card, phone call, thank you email or a testimonial.

"Guys, today is a significant, momentous day in the calendar: it's one year of working together! (Don't ask me how I remember this and not what I had for breakfast!) Thanks for the laughs, chit chat, wine, heat packs, birthday present and general hard work over the last 12 months. It's been a pleasure for us to work with you both and I sincerely mean that. The difference between you guys and the others is huge and so refreshing. Thanks again guys and I look forward to working with you this year."

- Hanh K. client 18 months

"The audit with Ange was a delight. Bluewire has a positive way of doing things."

- Alan M. consultant 6 months

"As always gents, an informative read and entertaining: it is the only newsletter that I consistently read. It is great to see your staff contributions as well."

- Dave S, email subscriber

"I found working with Matt to be a very good experience. He was always very prompt in responding to everything, very clear in his communication and open to new ideas. I would recommend him and Bluewire most highly."

- Melanie C, client 3 years

"Perfect. Love it. You're the bomb."

- Tegan W, client



"The site is completely thrilling and I have had great feedback from the businesses on the Precinct so far."

- Sarah G, client 3 years

"Hi Toby, I just wanted to shoot you a quick email to say thank you for the thank you note that I received in the mail this morning:) You would know better than anyone that almost all communication that I receive these days is via email and your personal note in hard copy shows that the Bluewire team knows that it's important to get the balance right between electronic efficiencies and personal touches. It's particularly impressive because your business could easily be forgiven for losing perspective on that! It was nice to get something other than an invoice in my pigeon hole!"

- Amanda R, client 12 months

"Lesley did a superb job with my website and I wanted to let you know how good she was. She's just amazing—sharp, intelligent, proactive and can really put a sentence together. She's a great asset to your company. What I especially liked was how I asked her to do things on the fly and they're done!"

- Rick B, client 2 years

"Thank you Adam for your very professional Social Media Presentation. It was great. I appreciate even more the power of this tool for business promotion."

- Miriam E, event attendee

"We're getting a 'billion million compliments' on the website!"

- Nicola M. client



"You run a schmick operation."

- Glenn M, industry peer

"Hi Guys, thanks so much for putting on last night—it was great to hear what you said about blogging and articles. I have a collection of articles from a weekly newspaper segment I write, and will definitely be getting these out there. Thanks for some wonderful ideas and the opportunity to be a part of the night."

- Julia H, event attendee

"Dear Sarah and Sam, thanks so much for the outstanding work you've both done on [our] site-exceptional."

- Jessica L, client

"I had a meeting with Sarah last week to basically go through website structure, strategic planning etc. I thought you would like to know that I am very pleased with Sarah's professionalism and general approach to the task, as well as being very impressed with her attention to detail, interactive manner and collegial approach to problem solving."

- Rick B, client 2 years

"Thanks for the wonderful work Bluewire are doing for [us] -we've got Nic working hard this very afternoon!"

- Allison, sponsored not-for-profit



"The consensus from the team is that it's awesome! Thank you so much for all your help with this and for the fast turnaround."

- Sandie L, client

"Perfecto! Aside from the fact you have an absolute natural gift for this stuff—where did you learn your trade? I told Adam you were an absolute treasure."

- Ariana H, client 4 years

"I am happy to help you guys out in way especially due to the FANTASTIC work you are doing for us at the moment. Really, I don't know if I tell you and your team enough how much we appreciate you and the work you do for us."

- Dimity H, sponsored not-for-profit

"... from the concept and design phase through to the official launch of the College's new site, Bluewire Media maintained a professional, responsive and judicious approach to ensuring [our] new website was of the highest quality... We have been very impressed with the high level of communication offered by Bluewire Media with regular and prompt communications ensuring a smooth project. The College's staff, parents and students have all found the new website to be visually impressive and also easy to navigate. The supportive and technical brilliance of the Bluewire Media team have created a website that has fully achieved all the projected outcomes of the process. The College is very impressed with the website and are equally pleased to have it acknowledged at the 2010 Interactive Media Awards."

- David G and Cherie N, client



"We are all so excited to have this finally up and running – all thanks to you! Thank you so much again!"

- Cassie L, client

"Hi Toby, just walked back into the office and received a beautiful edible bloom from you. Thank you so much for your kind thoughts and we are looking forward to working with you to achieve your goals. It is great to work with people who care and hopefully we can achieve your expectations together. Thanks again."

- Lyn W, supplier

"The team was fantastic. We were running late with the newsletter and you were able to turn it around really quickly. Very satisfied with the work. You also helped out the internal IT when they hit a few problems and were really willing to look for a solution."

- Anon, client

"Just had a look at your website and it's fantastic. It really does make ours look quite primitive and unwieldy. The pricing and service modules are very clear and I really like the feedback button."

- Vivienne S, colleague 1 year

"Sarah is a fantastic designer and she is wonderful to deal with. And Joel's usability work is excellent too."

- Clarissa K, client 2 years

"I love the website! Your team has done an awesome job-be sure to pass on my gratitude."

- Lauren B, sponsored not-for-profit



"Well done and thanks for the quick turnaround of this piece of work. It has been a pleasure working with you on this."

- John L, client

"Just wanted to let you know that Angela has been fantastic over the last two to three weeks in getting the website finalised and looking 'schmick'! It went 'live' this morning and I'm very happy with the finished product, as I hope you are, with it being designed and branded by your business."

- James S, client

"Solid presentation today. Up to date and on the money in terms of commercial awareness and application."

- Peter C. seminar sttendee

"Now that's a newsletter!"

- Dan N, referral partner 2 years

"Please do forgive my late email as I simply wish to congratulate you both on such a great event last month (Your Web Strategy & How To Top Google workshop) on 27th April. I must say that I attend and organise events regularly and I found this one was exceptionally well thought-through and executed: the venue, the networking drinks with the 'coloured spots', the presentations, the materials provided and the follow-up. Well done!"

- Melanie R, event attendee

"You guys hosted a really nice party. It was so well organised and I was most impressed with the initial online advertisement, the gentle text reminder and then the post correspondence. Fantastically well planned and executed! No wonder Bluewire is such a success!"

- Werine E, party guest



"Sarah...you are a super star! Thanks you so much for all that. It is a MASSIVE help."

- Dani, client

"Hi Angela, I was going to send you an email to let you know the site had gone live but things have been a bit chaotic around here the last few days! We've gotten lots of really good feedback, particularly from members, and we've made some content updates on the fly to respond to that feedback.

We've also had some great feedback from our CEO, who last night described the site as "brilliant" and you guys definitely deserve some of the credit for that. So, absolutely it's OK for you to include us on your list of recent work."

- Sandie L, client

"Hi Sam, you beat me to the chase. Thank you so much for all your help and hard work over the past year. You've been fantastic to work with! Thanks so much for that manual. All the best!"

- Cassie L, client

"I wanted to take the opportunity to thank you all for your contribution to the site. I have found the whole process from the initial design phase with [our design agency] through to the development and deployment with Bluewire to be seamless and professional. The job came in on estimate and on time, and I have found it an absolute pleasure to work with you all. Thank you again for all of your assistance, and I really hope to be able to work with you again in the future."

- Chloe L, client 2 years



"I always find your information useful and am currently reading your ebook—it's so well done!"

- Tracey M, PR professional

I am so glad I chose your presentation and I must say I left so infused with ideas. Thank you for an excellent presentation & making the other side of my brain kick start with a bit of modern marketing techniques. Thank you again, I really enjoyed your presentation, the best that I attended at the conference so far."

- Enzo P, conference delegate

"Hi Angela, just a quick note to thank you for your help the other day. I got the newsletters out safely, and they look great. The unsubscribe function is brilliant, and easy to manage. And I like the instant reporting too great for adding details to my marketing reports." "Thanks for the wonderful work Bluewire are doing for [us] -we've got Nic working hard this very afternoon!"

- Allison, sponsored not-for-profit

"Hi Adam, just thought I would shoot you an email to say how impressed I am with this initiative to grow your database! Fabulous! You definitely do your own PR superbly."

- Victoria P, PR professional

"We are very happy with the website and the support we have had from Bluewire."

- Kathi M

- Alison T, client



"I had excellent feedback on Sarah and her efforts. The clients were really happy with the dashboard presented."

- Mindy, client

"Hi Adam, I'd like to thank you and your team at Bluewire for your continued support of the QUT Communication Design Graduate Exhibition. It's Bluewire's support for our exhibition that drove my efforts and focus towards web design for my final year of study. I have been focusing on interface design for new and emerging technologies based around touch based input including smart phones and tablet devices.

Receiving this award is a huge honour and a welcomed recognition of my hard work and effort during my final year at QUT. I hope to hear from you soon, and wish you and your team the best over the holiday period."

"Many thanks to both Bluewire and [our design agency] for your combined effort in helping to make the site perform as well as it's doing – I hope it continues. I know it's sometimes frustrating working with other agencies, but I think in this case it has been a very good marrying of skills!

I do appreciate it; as does [our] MD!."

- Patrice S, client

"Hey Adam, gotta tell you, just been to another workshop/ conference and they had someone talking about social media etc!! You were so much better! More informative and better delivery!"

- Mary L, conference attendee

- Tyler A, student

GLOWERS

"You guys are fantastic! THANK YOU!"

- Rebecca G, sponsored not-for-profit

"I found working with Matt to be a very good experience. He was always very prompt in responding to everything, very clear in his communication and open to new ideas. I would recommend him and Bluewire most highly."

- Melanie C, client 3 years

"Sam is absolutely fantastic. You couldn't find a better bloke for your team."

- Rob M, sponsored not-for-profit

"Thanks for the newsletter below-I really like the layout."

- Martine, client

"Hi guys, just a quick shout out to say thanks for today's e-news (and in particular, the web plan.) As I'm completing an e-marketing strategy document as we speak, this will be of great assistance. As with most things, summarising something succinctly is usually the best approach. Thanks again."

- Cameron P, newsletter subscriber

"Hi Toby, thanks for the invitation to the Email Secrets Event last night. Very informative and interesting. I'm sure there is plenty we can take from this for future marketing attempts."

- Danny L, event attendee

"You guys are wonderful!"

- Sandra N, client













































































JOIN US

If you like the sound of working with us at Bluewire, please feel free to get in touch.

We're always looking for people to join our team as staff, contractors, partners and clients!



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THANKS

Thanks to Kay Kim for designing this album. And of course a huge thank you to staff, clients, suppliers, mentors, consultants and friends of Bluewire Media - you make everyday heaps of fun!

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