

# giraffe culture

this is what we **expect** of us all

# **tell the truth, always**

**We don't lie, we don't twist the truth,  
and we don't hide problems. Integrity  
is the bare minimum.**

# show up for your teammates

If someone is struggling, you step in.  
No one at Giraffe works in isolation -  
we have each others' backs.

# nothing but respect

We're all grown ups. We don't do games, gossip or drama. We show respect for each other at all times.

# embrace the chaos

Working here means pace, pressure, and challenges. But the stakes aren't life or death - so stay calm, laugh often, and enjoy it.

# own your growth

You're expected to be forever learning.  
Read books, take feedback, seek  
mentorship, ask questions, listen to  
podcasts. Curiosity is part of the job.

# strategy over autopilot

If you're just going through the motions,  
you're in the wrong place. We expect  
thought behind every move.

# give a shit about the work

Pride in your work isn't optional. We create things we believe in and maintain a high bar for quality.



# big conversations belong in the open.

Hard conversations don't scare us. We face them together, out in the open, with honesty and respect.

**if you're in,  
be all in**

**Energy and belief are contagious. We do our best work when everyone's bought in and pushing forward together.**

# relationships drive everything

Trust matters, take the time to develop  
relationships with your clients,  
colleagues and everyone in between.

# **work hard, rest hard**

**We expect high effort and for you to push yourself, but know when you need to stop. Speak up and take rest seriously.**

# lead your clients, not the other way around

We're not hired to tick boxes, we are paid to  
guide, advise and direct our clients towards  
their goals.

**we're in it  
together**

**We look out for each other. No closed doors, no inner circles. Just a team that includes, invites, and welcomes.**

# positivity is a choice

We choose to bring good energy to work.  
That doesn't mean fake smiles - it means  
prioritising solutions over moaning.

# own your role & responsibilities

Own your role. Ask for help when you need it, but when things get tough - step up not back.



# you belong here

No matter your background, experience, or quirks - if you bring passion, hard work, and curiosity - you're one of us.

# growth is everyone's responsibility

Whether it's the agency, a process, or  
yourself - growth doesn't just happen. It's  
something we build together.

# celebrate the wins

When you spot the good stuff, shout it out. Never miss an opportunity to lift your teammates up.

# own the solution

Spotting issues is a good start - but what makes the real difference is coming with ideas, options, or a way forward.

# enjoy yourself

**We take the work seriously, but not ourselves. Laugh, connect and bring the fun with you every day.**

# the giraffe culture code

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2. Show up for your teammates.
3. Nothing but respect.
4. Embrace the chaos.
5. Own your growth.
6. Strategy over autopilot.
7. Give a shit about the work.
8. Big conversations in the open.
9. If you're in, be all in.
10. Relationships drive everything.
11. Work hard, rest hard.
12. Lead your clients.
13. We're in it together.
14. Positivity is a choice.
15. Own your role.
16. You belong here.
17. Growth is everyone's responsibility.
18. Celebrate the wins.
19. Own the solution.
20. Enjoy yourself.