SAVING THE WORLD
ONE BORED AUDIENCE AT A TIME.
Hey,

Don here, CEO of Missing Link, thanks so much for engaging with us. I know you bought a product and service from us, but you actually bought a whole lot more. You bought our “things”.

You are the collection of your things. The clothes you wear, the things you buy, the car you drive. They’re your things, and they make you, you!

We have our things too.

Most companies have values to drive behaviour. However we believe it’s our things that make us, us. We didn’t want to get all philosophical about it, we wanted something real. So we looked back at the last 21 years and we picked out the stuff that made us work. The stuff we valued, and the stuff our customers valued. These are those things.

Missing Link’s 9 Things are not only a representation of what we hold ourselves accountable to for each other. They’re also the things we hold ourselves accountable to for our customers. Beyond the project, beyond the contract, beyond the deadlines, lie our 9 Things that underpin it all. Our 9 Things that make us, us.

We give a shit. We aim to make people smarter. We focus on solving the problem, and then creating work that’s worth signing. In any interaction with our customers, we want to be impossible to forget. At the same time being badass at the boring, ticking things off the list as we go. We take time to understand the problem, and assume fucking nothing. We have a stash of cement pills handy when we need to harden the hell up and make tough decisions to have tough conversations. And finally, we’re born to question everything. Even these Things.

This is our commitment to ourselves, each other, and our customers.

If any of our team is not living up to our 9 Things, I want to know straight away. Challenge us on these things. Push us even!

Do. The. Thing.

We sure intend to.
1. Give a shit
2. Make people smarter
3. Solve the problem
4. Do stuff worth signing
5. Be impossible to forget
6. Be badass at the boring
7. Assume fuckin' nothing
8. Take a cement pill
9. Question everything

#DO THE THING
At this company, we're powered by G.A.S. We give a shit, and we show it. Mostly, we give a shit about the job we do for our customers, not just the work, but the stuff that comes after the work is made. We give a shit about making them better, about moving their needle. However, we also give a shit about moving our needle too, even when it's hard, because the harder it is to move the needle, the more satisfying it is when it's done.
Hey, guess what?
In our tiny wee corner of the universe, we're king of the hill. We know it, and we use it every day to make people smarter. Never leave a room without leaving people just a little bit smarter.
Nobody in the world needs slides, nobody needs videos, nobody needs training, and nobody needs facilitation. What they need is what happens once those are done. That's what they are buying, not the product, but the ripple the product makes when we drop it. Never, ever forget that. They have a problem, our job is to solve it in the best way we can!
Look at any great body of work and what do you see at the bottom corner? You see a signature. That signature tells you that the person was so proud of what they made, that they were willing to put their name on it, forever. Whatever we do, we want to do the things that are worth signing.
This would seem obvious, right? Making things memorable is our stock and trade. Just as the cobbler’s children have no shoes though, sometimes we forget to be unforgettable ourselves. I’m not just talking about the work here, I’m talking about everything we do, every interaction we have. All of these are opportunities to make memories - that’s the goal. From how we answer the phone, how we say hi and bye, how we write to them, and how we talk to them - we want to be absolutely impossible to forget (in the best kinda way, of course).
You know why we're able to be creative at solving our clients' problems? It's because we waste no energy whatsoever trying to figure out the boring stuff we've already figured out. Those processes are in place for a reason, because they make stuff easier. You can question them at any time, but once you commit to them (and if you don't tell us, we'll assume you're committed), commit hard! Yeah it's boring, but the more badass you are at the boring stuff, the more time you have to be badass at all the rad stuff that really rocks your boat.
Nothing. Nothing at all. We don't assume that what they want is what they need. We don’t assume that what we said is remembered. We clarify, we write stuff down. We check, and we double check, because we'd far rather take the time do things right than to do them over again.
One thing we never promised anybody that worked here was easy street. Easy gets you good enough, easy is forgettable, and that's just not us. What we promised is that we'd push you. We'd make you smarter, better versions of yourself. The job is tough, anything worthwhile is, so sometimes you just need to take a cement pill and harden the hell up.
Reclaim yourself...question everything.
Yeah, even these Things. Just don't do so quietly in a corner, do it out loud.