



LA PLAYA

## Beach Life

### The La Playa Culture

*“Where people share a specific language, traditions, behaviours, perceptions and beliefs, culture gives them an identity which makes them **unique** and **different** from people of other cultures.”*

**Deepa Kartha, buzzle.com**

*“Culture eats strategy for breakfast”*

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At La Playa we feel our culture is really important to us. It sets us apart from other workplaces. In July 2011 we talked through what makes up our culture here, and these are some of the things that came up:

#### 1. Our Values

Principal values

- **Adventure** – doing things with vision
- **Integrity** – doing things right
- **Professionalism** – doing things smart
- **Quality** – doing things properly
- **Loyalty** – doing things with mutual support
- **Respect** – doing things thoughtfully
- **Fun** – doing things with zest

We also value...

- |                                    |                            |                                   |
|------------------------------------|----------------------------|-----------------------------------|
| ▪ Passion                          | ▪ Flamboyance              | ▪ Motivation                      |
| ▪ Service                          | ▪ Flexibility              | ▪ Energy                          |
| ▪ Value for money                  | ▪ Forward thinking         | ▪ Drive                           |
| ▪ Dependability                    | ▪ Honesty                  | ▪ Families                        |
| ▪ Comrades                         | ▪ Thinking outside the box | ▪ Attention to detail             |
| ▪ Hard work                        | ▪ People people            | ▪ Feeling part of the family      |
| ▪ Specialist expertise             | ▪ Playfulness              | ▪ Care                            |
| ▪ Commitment: going the extra mile | ▪ Excellence               | ▪ “The sky’s our limit” attitudes |
| ▪ Focus                            | ▪ Laid back attitudes      |                                   |
| ▪ Innovation                       | ▪ Work/fun balance         |                                   |
|                                    | ▪ Work/home balance        |                                   |

#### 2. Our Stories

We like feeling part of a family and supporting each other through team work, we enjoy inviting clients’ partners to our events, we believe it is important to support charities including those that have a special place in the hearts of our staff and our clients, we love the many La Playa babies and children and how important our families are to us, we share our clients’ enthusiasm, and we are proud of News from the Beach.

Our staff embody our spirit by some of their actions such as Mike Cullen spontaneously cuddling the chap from Batbox, Matt dancing flamenco, Julie & Gareth performing Empire State of Mind in the Boardroom, our Annual Secret Santa & News from The Farm, we loved the flamenco at our 10<sup>th</sup> birthday party, Matt M having to sleep in the bath because Matt C snored so loudly, the staff Christmas meals at the Boons’ house when we just learning to walk and we think it shows that we are caring, fun and loyal...

Many of us feel working at La Playa **feels different**: a place you enjoy going to everyday, the people, looking forward to work, excited by the future, easy going, relaxed attitudes, absolute integrity, La Playa has a plan, you can evolve at LP and it's a supportive company to work for, flexible (lots of people said this), smaller company, more social events, your opinion is valued, entrepreneurial, creative, "it's fun, I never dread going to work anymore", feel part of the company, real integrity, values not pushed down your throat, faster growth, encourages work/life balance, less division between management & non-management.

### 3. Stuff we like...

- Socialising
- Friendliness
- Being specialist - sets us apart from the rest
- People like you like us
- Communicating
- Taking care – seen as going the extra mile
- Banter
- Jokes
- Openness
- Food
- News from the Farm
- Champagne prizes
- Pastries
- Music in the office
- Unique environment
- Lunch & learns
- Sweets
- Doug's BBQ
- Talking
- Creating
- Cakes
- Laughing
- Good systems
- Great ideas
- News from the Beach
- Celebrate success
- Our delegated scheme
- Each other
- Make people feel special
- Can do approach
- Build relationships
- Informality
- Client satisfaction
- Fair amount of drink
- Answering a ringing phone
- Stress free/relaxed atmosphere
- New ideas
- Informal written style
- Dress down Fridays
- Home made cakes

### 4. Not so much...

- Rudeness
- Negativity
- Telling porkies
- Breaking the rules
- Waste
- Red tape
- Treating people as commodities/resource
- Bad/poor service to clients
- Inefficiency
- Blaming someone else
- Not returning calls swiftly
- Fitting clients into a box instead of treating them as individuals
- Giving clients the brush off
- Not responding
- Not fulfilling promises
- Disloyalty
- Lack of thought
- Not paying attention
- Sloppiness
- Poor communication
- "No can do" attitudes
- Office politics
- Not being able to add value
- Disrespecting the competition

We hope you already know what we're trying to achieve - this gives you a feel for how we're going about it!