

Rules *of* Engagement

We still believe rules are ment to be
broken though. Paradox?

REBORNN



Nov | 2018



3 min read

Reborn is a digital consultancy that was built to change how a modern consultancy should look like in the Digital Economy.

To do that we are challenging the traditional client - consultant relationship with a new set of “rules of engagement” to make our work more meaningful, efficient, & fast.

REBORN

Come work in our offices whenever you want.

we
are
here

We have built a workspace where people love to work. We turned it into a co-working space incubating tech startups and other consultants.

One way to get closer to our clients is by working side-by-side every now and then. We'd love to spend a couple of days per month together. 🤗

2



Instant messaging instead of emails.

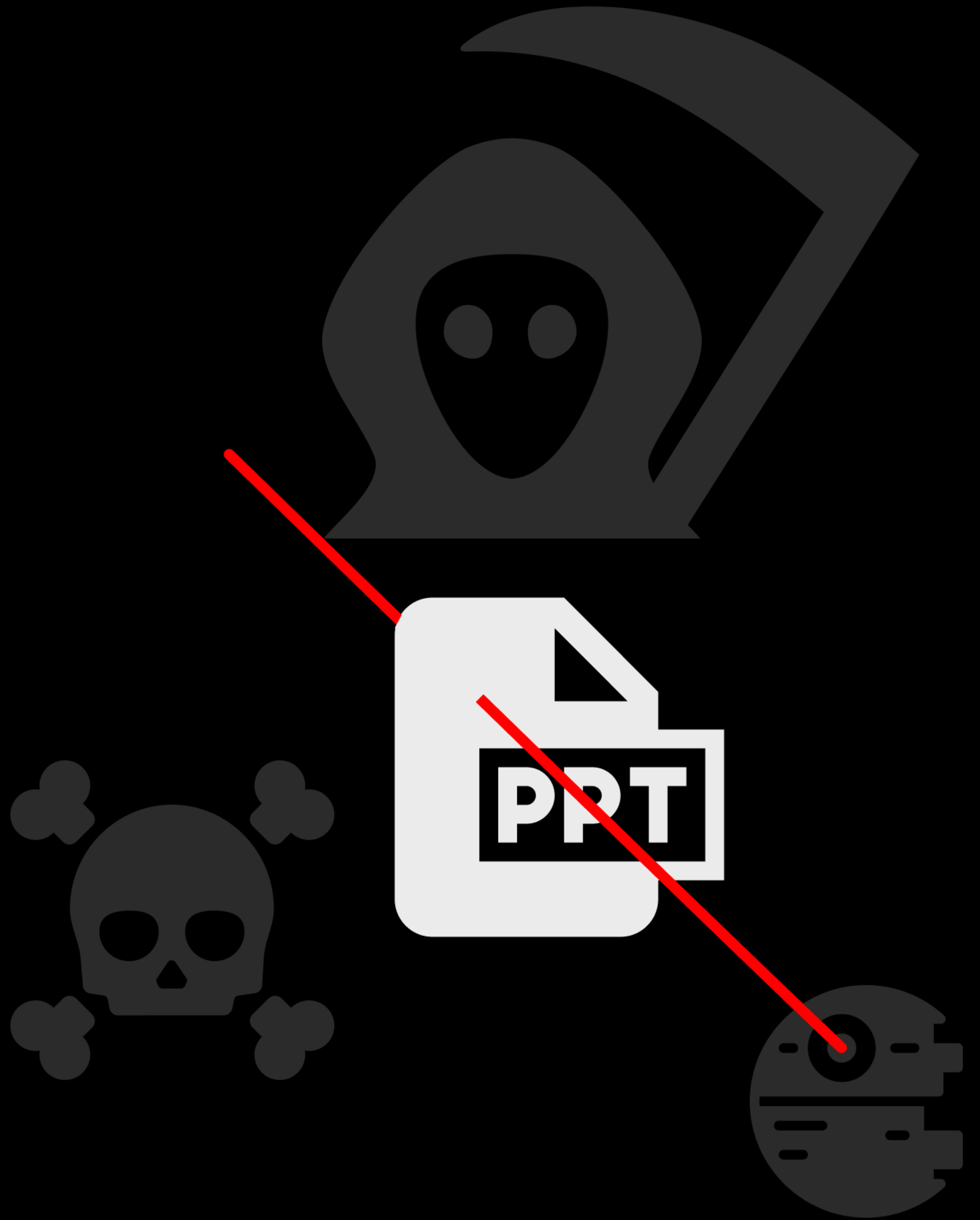
We love fast, clutter-free communication through instant messaging or . If it's a quick one, don't hesitate to use your  or  account for it.

We know that visual communication is fancier, but usually it can be deceiving and less structured. We prefer articulating our thoughts, plans and reports in short (less than 3 pages), structured and to the point documents rather than presentations.

Besides that, it is also faster and more efficient to create a short structured document over a 50-slide presentation.

3

Short documents over presentations.



Short Calls instead of huge emails & soul-draining threads.

Everyone hates huge emails
and endless email threads.
We try to replace them with
short calls.

If an issue takes more than
five e-mails to be resolved, we
must meet, over the phone or
in person, to resolve it.



↑ not our actual number 🙄

White Space

Paperless.

All our documents are digital and we like to collaborate on shared docs on the cloud. Expect to exchange NDAs, contractual agreements and other documents that require your digital signature.

Human language instead of jargon.



We like our communication (written or verbal) to be human. We'll try to avoid acronyms, buzzwords and industry jargon.

We don't wear ties. Ever.

Expect us in meetings and gatherings in a smart casual fashion. Even if you are a bank. 😊

No tie policy.

7



The 2/24/0 rule.

Whenever you need us, expect to acknowledge your request within 2 business hours. Within 24 hours we'll get back to you with what to expect (if it's a quick one you might get what you want in a day, if not you'll know what needs to be done by when). The Zero means that you should expect zero delays in whatever deadline we commit upon.

Companies spend millions each year on wasted hours for meaningless meetings.

No need for endless meetings where a short email could have done the job.

Productive meetings over meaningless chit chats.

9



actual meeting notes

✓ Let's avoid them. We can bring everyone on the same page through an email or a dashboard.



If it's less than 30' we prefer virtual meetings instead of physical.

If it's more than 60' it's not a meeting, it's a workshop.

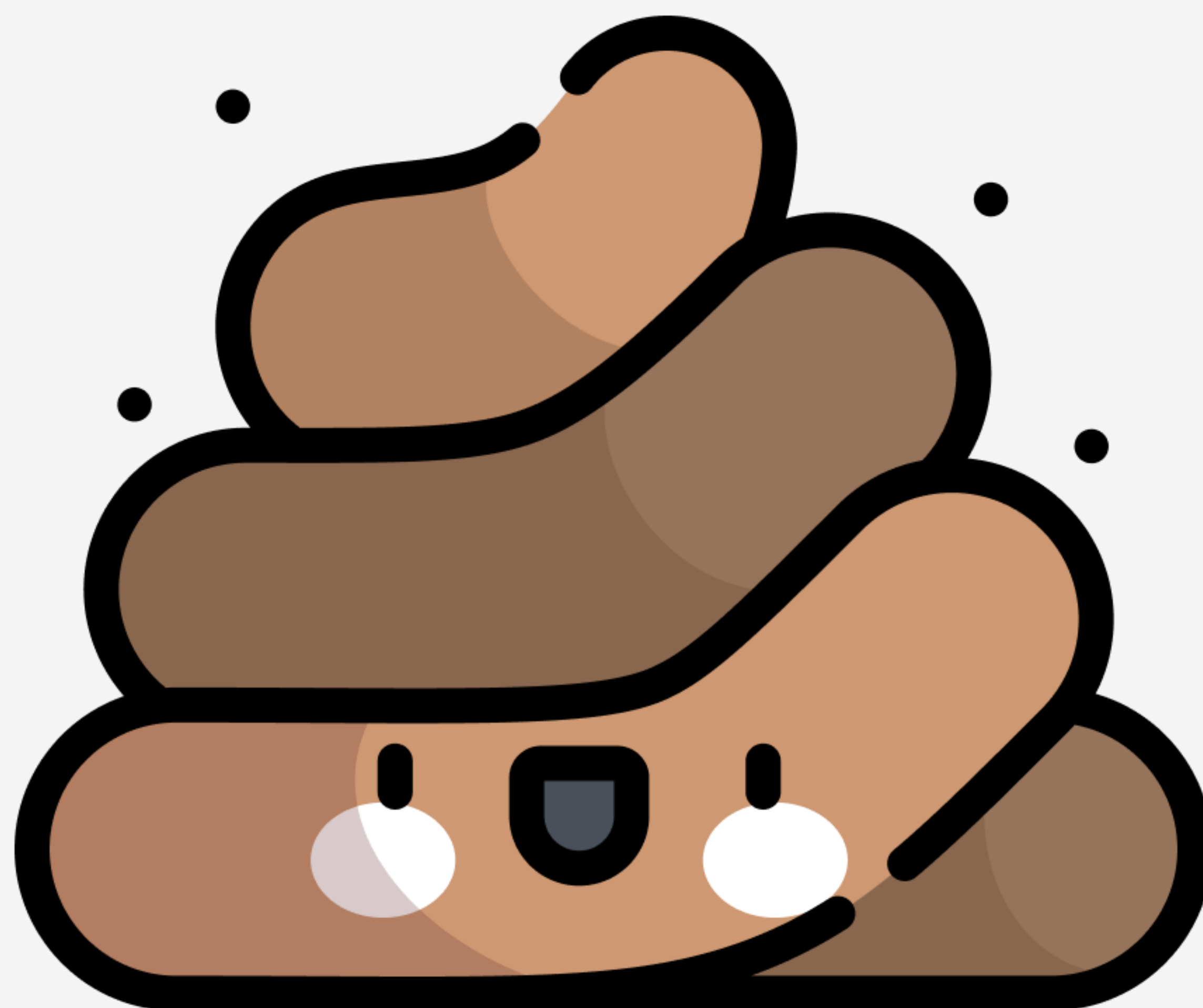
We are not fond of meetings that have no agenda or action items.

✓ We'll never be late.
Please don't be late too.

Radical candor over rounded talks.

We'll be brutally honest
even if that is against our
own scope of work.

*this is a
bullshit*



11

Open books policy.

No hidden fees, always open to
auditing, always transparent.

Try us, Really.

Thx.

REBORRN
