



The book of Winfluence

BACKGROUND

Winfluence is an Influencer Marketing company that started in Sweden. Only a few months after starting up, the company was in full business and ready to take on the world for real. Today Winfluence has grown into a very strong business partner, a loveable employer and a Company that actively helps our world get better.



"Logic can take you from a to b, imagination can take you anywhere" –Albert Einstein



CORE VALUES

TRUE
RELIABLE
IMPROVE

Be honest to yourself and others around you.
Make it easy for anyone to depend on you.
Hunger for knowledge and keep healthy

Business purpose

We at Winfluence want to be the most efficient and honest Social Media Management and Influencer Marketing Service for Companies and Influencers.

Greatest marketing service

We want to help Businesses and Influencers to grow their digital selling capabilities and results by adding hard earned experience from Influencer Marketing and getting things done with Traditional and Agile Project Management. We can manage a broad range of Services for both short, long term and really long-term collaborations with all sizes of Brands and Influencers.

We want Winfluence to transform the costs and ways of working with Influencer Marketing for mid and large size companies.

Our mission

We will be the leaders and the ones pushing progress in the industry of helping brands and people to grow by getting heard, seen and experienced on Social Media.



MENTALITY

We are smarter, faster and more determined. So let's rule the world baby!

It probably doesn't hurt that we have a digital department that is off the hook. They know how to turn data from the massive ambition and creativity of our fantastic co-workers, customers, influencers and partners into amazing digital experiences for everybody working with or at Winfluence.



WORKING AT WINFLUENCE

Our general idea is that it should be easy to fit our careers at Winfluence, into our lives.

We think differences, responsibility and purposeful change is cool. So we want to have co-workers that are highly engaged and take responsibility. To be one of us, work must feel rewarding and you need to feel the purpose of every action we make together.

To make new co-workers feel that they have a special place at Winfluence right from the start we guide them through our Include* program.

*Include, is our onboarding program for new co-workers.

We let the co-worker choose hardware (phone, computer, headphones), have a memorable dinner and night out together with the entire team and finish with a two-day introduction kick-off. The purpose of the program is to make you feel welcome and to acknowledge that you now are a part of future Winfluence history to be.



KNOWLEDGE AND HEALTH

We have an improvement program for our co-workers.

All co-workers take part in it and the short version is that Winfluence gives co-workers five hours weekly to learn about whatever they like and five hours to exercise and be healthy.

SOMETIMES WE FALL

From time to time there might be events occurring in our lives that make us tremble and fall. We believe that some problems require more than just a hug or a helping hand. At Winfluence we got our co-workers backs



RULES

- We always answer each other within 4 hours.
- Two missed calls from a colleague means emergency, which means respond asap.
- We see time and activity reporting as a top priority. Report daily.
- Being late is for turtles, don't be late
- Be honest
- Do not break promises, apologize if you do
- Do not interrupt
- Do not talk too much
- Show tolerance and respect

IT IS OK TO..

- Disagree with management and to speak openly and honestly
- Be your exact self
- Be nervous
- Have a bad day
- Sing traditional folk songs in any situation
- Joke
- Put family first
- Ask for help
- Share funny videos and texts
- Join a meeting from home or where ever
- Take a nap in the office
- Be sick and stay home
- Have a totally crazy celebration ritual

Thank you.

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