

**The Unstarving Artists**

# **CULTURE DECK**



# WHAT THIS DECK COVERS

- ✓ Our “Why”
- ✓ The excessive importance of our values
- ✓ A player performance
- ✓ Why we need LIMITED SYSTEMS
- ✓ Trust and context based decision making
- ✓ The leaders serve the team mentality
- ✓ Hiring and advancement



THE BEST WAY FOR Unstarving Artists TO THRIVE IS

# A STRONG AND CLEAR CULTURE



# **OUR VISION**

Make financial freedom available to all artists



# WHAT IS FINANCIAL FREEDOM?

For our purposes, having the know-how and discipline to predictably generate enough income (at least \$3,000 per month 2021 USD) to cover one's expenses without being employed.



# OUR MISSION

Help artists earn \$1B using our training programs

## SO THAT ARTISTS CAN

- ✓ Earn a great living independently
- ✓ Confidently build their dreams
- ✓ Share their value/message with the world without fear
- ✓ Stop struggling and start growing
- ✓ Grow to provide more jobs and hire more people



# **THE BEST WAY TO DO THIS IS BY**

Staying True To Our Company Values and  
Making Them The Principles That Guide Our Actions



## **NO B.S. VALUES**

Many companies talk about values and publicly state what they care about all over the website...yet then their words and actions do not reflect the values.

For example, in the movie industry many large companies state their values are creativity, imagination and passion for fans.



## **It's Not Just About Saying It. It's DOING IT.**

Yes these companies often release unimaginative money grabs that anger fans. They are known for ruining film franchises due to going for money instead of story and passion.

They are unimaginative. They repeat the same mistakes over and over and over while forcing their people to make bad money grab films...



## **The Real Company Values Are Shown**

By how the company and its members make decisions.

It is shown by their choices with their products.

It is shown by who is recognized and rewarded.



# **Our Real Company Values Are What We Recognize, Reward and Look for In Our Team**

We want teammates who embody these values.



## **The Problem We Solve**

It is tough for artists to achieve financial freedom

## **Our Mission**

Help artists earn \$1B using our training programs

# **The Unstarving Artists CORE VALUES**

- 1. Positive**  
Assume good intentions. Always seek out the charitable and open-minded way to view things.
- 2. Supportive**  
We win the battle for our clients by protecting and taking care of each other.
- 3. Self-Starting**  
Instinctively pursuing and solving hard problems is where our success comes from.
- 4. Make The Experience Share Worthy**  
In all things consider the impression the client will have and think, "Will this WOW them so much that they HAVE to tell someone about it".
- 5. Brutal Data-Driven Truth**  
Trust in accurate data. In our work, we must never operate off anything but the 100% accurate truth.
- 6. Eagle-Eyed Long-Term Focus**  
Have courage to focus on the long-term mission. Everything else will follow.



# 1. POSITIVE

At Unstarving Artists, we know that attitude and performance are intimately related.

As we work together as a team, we'll daily face countless moments where we can choose to approach the situation with a positive attitude or not.

We choose positivity. We assume good intentions. We seek out the charitable and open-minded way to view things.

We do this because it will allow us to further our vision and achieve our mission much faster. We also do this because frankly we'll get better results as a team—whether that's seeing another client achieve results or a lift in our own sales. Moreover we choose positivity because life is too short to not have fun and enjoy the ride.



# 1. POSITIVE

Examples:

- ✓ Welcoming constructive feedback from others even if it's messy feedback.
- ✓ Feeling confident to own one's mistakes and keep things in perspective.
- ✓ Staying calm, upbeat, and focused on problem solving when engaging with an emotional client.
- ✓ Finding solutions to problems instead of blaming each other.



## 2. SUPPORTIVE

At Unstarving Artists, we are a remote-friendly company. This means that our team members are trusted to work without supervision and with minimal communication.

This leaves us open to abuse of remote working and/or doing the bare minimum. This results in pushing problems to others. This CANNOT happen, because in this environment, we won't be able to further our vision and achieve our mission. Plus, it's just not fun for everyone else who is carrying their weight in good faith.

We must trust that each team member can count on every other team member no matter what.

We are a team and we fail or succeed together. Just like the Spartans in the movie 300, each of us must cover the others' backs or our system falls apart.



## 2. SUPPORTIVE

Examples:

- ✓ Making sure your work has no errors before being passed to your team.
- ✓ Working together to make a client happy and ensuring the entire communication process (sales to support) is transparent and correct.
- ✓ When you see a team member do something noteworthy, publicly or privately letting them know you appreciate them and what they did.
- ✓ When someone is out of the office, offering to step up and field any pressing time-sensitive responsibilities they might have.



### 3. SELF-STARTING

At Unstarving Artists the entire value of our company comes from solving hard problems. This means it's not only our job to solve the problems but to also proactively seek them out. The more hard things we make easy, the better our clients' experience. One of our most valued traits in a teammate is doing things without being told and proactively spotting problems before they happen and preventing them.

Extreme proactiveness also means we value teammates who are willing to step outside their immediate role and alert the team when they see a problem that hurts our goals or mission. There is no kicking the can down the road at Unstarving Artists. Like a professional athlete, every team member must be thinking of ways for the whole team to succeed and not just be looking out for their own success.



## 3. SELF-STARTING

Examples:

- ✓ Spotting and alerting team member of non-obvious problems.
- ✓ Grabbing someone's work or fixing a problem without being asked because it helps them.
- ✓ Proactively working outside our immediate job roles when needed.
- ✓ Working towards mastery in your field through self-study and self-directed practice because you intrinsically love to learn and excel at what you do.



## 4. MAKE THE EXPERIENCE SHARE WORTHY

Referrals and unsolicited word of mouth are the #1 indicators that we are making our clients happy. When people have a GREAT experience they tell people about it. Brands like Slack, Uber, Shopify, and Calendly grew almost entirely from word of mouth because their clients couldn't stop sharing their experience.

This is our goal with Unstarving Artists. At Unstarving Artists we aim to make interacting with our programs and team something that makes people go “Wow, this is an experience I have to share”. When we talk to a client or make something new we must always think, “Is this experience something worth sharing?”. There is no better way to ensure our clients' success AND our continued success.



## 5. BRUTAL DATA-DRIVEN TRUTH

At Unstarving Artists, we must always make decisions as scientifically as possible. In order to do that, we need accurate mental models and accurate data. To have those, we need open communication between us as a team, us and our clients, and us and our broader market. Great ideas can come from anywhere so we must always ensure the best feedback and the best ideas get to the right people and get to them quickly.

In addition, we want teammates who will speak up when they see a problem and let us know when we are failing to meet the values we have set forth. We want to always express the truth with each other. We aim to do so with kindness and civility but we always prioritize expressing the truth—even if it's messy or ugly. Because if we operate without truth, our actions will not lead to the best results or will lead us down paths that hurt us. If we operate by anything else, our entire system falls apart.



## 6. EAGLE-EYED LONG-TERM FOCUS

Some eagle species can spot a rabbit from up to 2 miles away. Others can follow the movement of mice while flying 650 feet up in the air. At Unstarving Artists we operate the exact same way.

We have the courage to set goals that focus us on our long-term mission. Once we set our goals, we do not focus on anything else. We remove distractions and say no to anything that does not relate to these goals.

We prioritize our tasks as a team and focus on the most impactful tasks one at a time. We keep our focus on our "main thing" and we do not take it off. We know that if we do this, everything else will follow.



# **OUR VALUES EXIST TO GIVE US A NORTH STAR**

If something does not match these values it **MUST** be questioned.



# **WHEN IN DOUBT CONSULT OUR VALUES**

If your choices align with them then  
you will always make the right choices.



# **WHEN IN DOUBT CONSULT OUR VALUES**

You may face decisions where our values come into conflict.  
In these cases, prioritize the higher ranking values.



# EXAMPLE #1

Our founder, Harry Whelchel, announces a new training module. You notice there could be a few ways to reduce the steps needed for clients to see results and/or there is an error in his thinking.

It could lead to lost sales for clients or increase the likelihood a client becomes demotivated and quits on themselves. The action our values demand: you do not let it slide or gossip about it with others in the company. Instead, you simply contact Harry with criticism and point out his errors.

**Supportive - Brutal Data-Driven Truth - Self Starting**



## EXAMPLE #2

You notice a customer is struggling with a training concept due to an unclear section of a worksheet that has a work around. They are also not 100% sure how to do something in Facebook and are looking for help with a feature of the tech platform.

You could push them to Facebook's support site and take the easy road.

The action our values demand: you go out of your way to clear up their confusion and explain the work around. You then make a quick Loom video walking them through step by step how to use the Facebook feature they are having trouble with.

**Supportive - Self Starting - Make The Experience Share Worthy**



## EXAMPLE #3

You notice a team member is struggling with hitting their goals. However, your position doesn't require you to help.

The action our values demand: you go out your way to be honest yet kind and positive with the team member and coach them to better performance.

**Supportive - Self Starting - Brutal Data-Driven Truth**



## EXAMPLE #4

After reviewing a client's uploaded training handout, you notice a point of confusion in the handout that no one else has noticed. This source of confusion only affects 1% of our clients. This could likely go unnoticed by most of our clients and team.

The action our values demand: you go out of your way to fix the issue in the client's handout with them then speak up to our team about the problem and make a card.

**Make The Experience Share Worthy - Supportive - Eagle-Eyed Long Term Focus**



THE FOUNDATION OF OUR SUCCESS

**ACCURATE “A PLAYER”  
PERFORMANCE**



# ACCURATE “A PLAYER” PERFORMANCE

At Unstarving Artists, we thrive by being a flexible and lean team that can hire talent from anywhere in the world. Because of this, it is beyond important that we not only hire A players but also ACCURATE A players.



## “A PLAYERS” ONLY

At Unstarving Artists because of the freedom and work from home opportunities we give our staff, we can only work with A players. B and C players are the people that take advantage of freedom, push off work to others, and only do as much work as they are “required” to do or as little work as possible.

There is no single bigger way to ruin a team of A players than forcing them to pick up the slack of B & C players. This is especially true in a virtual office.

Every person must hold themselves to A level performance because we do not have time to monitor or motivate B & C players.



## “A PLAYER” DEFINED

An A player is not only a person who delivers high quality work, but does it quickly and without supervision. An A player actively wants to improve the company and their teammates.

An A player is a person who wants more responsibility and to help improve, fix, and be part of solutions at the company, not just do the bare minimum.



# ACCURATE “A PLAYERS”

Being an A player is not enough though. For example, Babe Ruth had the most home runs of all time but also the most strikeouts.

Our customers requires us to operate with an extreme level of precision so we cannot have “cowboys”/players who are reckless or turn in 98% done work.

We need A players who can not only get work done at a high level and quickly, but also cross their T's and are attentive to small details that “cowboys” may miss.



THE BEST WAY FOR Unstarving Artists TO GROW SMOOTHLY

# CONSTANT LIMITED SYSTEMIZATION



# CONSTANT LIMITED SYSTEMS

At Unstarving Artists, we want to systematize everything with SOPs (Standard Operating Procedures) and checklists. This is the best way to avoid errors and make it easy for our team to work quickly and introduce new members as fast as possible.

We will constantly be replicating services and processes for our customers and if these are not systematized, we will be constantly making the same errors, re-doing work, and hurting our customers.

This will also make it extremely hard for new people to join our team if they do not have systems and checklists to work on.



# THE McDONALDS EXAMPLE

McDonalds is one of the most successful businesses on earth because ANY person can buy a franchise, copy their existing systems and have a successful restaurant (McDonalds have less than 2% failure rate).

This is because of the extremely detailed systems and checklists McDonalds provide its franchises.

We must do the EXACT same at Unstarving Artists...Except our product isn't greasy burgers...It's top of the line business education and coaching.



# LIMIT SYSTEMS AND COMPLEXITY

Systems and checklists are our key to rapid growth without error. However, NOTHING is less productive than making systems just for the sake of systems. On top of this, long complicated systems are hard to follow.

Our goal at Unstarving Artists is to minimize steps and simplify procedures. If one system can do the job of 5, we want to move to this better system.

We must keep improving our systems, but also focus on having as few as needed with as simple steps as possible.



# FREE TO IMPROVE SYSTEMS

At Unstarving Artists our systems are only as good as the people paying attention to them.

We want every team member always looking for ways to remove unnecessary systems OR fix problems proactively.



# TRUST AND CONTEXT DECISION MAKING

Most companies work with every single decision needing to be approved by someone up the chain. This will KILL us.

While some decision must be approved, such as approving a large payment to a contractor or legal decision, we want our team to be able to make decisions based on the context we provided.

Context: Does this action align with our mission and values? If yes, make the call. If not, prevent it. You are trusted to make the call. All we ask is that calls are communicated.



# THE LEADERS SERVE THE TEAM

Most companies are made to serve the senior members and the senior members actions rarely are focused on helping their teammates in supporting roles.

This is NOT how we work.

To use a soccer analogy, at Unstarving Artists, the club manager (Harry) works for the coaches (team members) and the coaches work for the players (clients).

This means it is our manager's job to make our coaches as successful as possible and then similarly it is our coaches' jobs to make our players as successful as possible.



# THE LEADERS SERVE THE TEAM

The system breaks if we optimize upward. The manager gives coaches the training, resources, and environment they need to help the players score points. If the manager does not consider coaches and players first, the system breaks and our company fails.

If our coaches only serve themselves, our players on the ground are held back and cannot score points.

Players score points, coaches help players score points, managers help coaches and players have all they need to be the best they can be.



# THE LEADERS SERVE THE TEAM

Example: I, Harry Whelchel, was allowing the performance of our ads to decline until fewer calls were being booked.

The result: Our sales team was routinely being caught off guard. This made their job harder and it hurt their ability to help prospective clients.

Top down serving fix: I added a weekly task to my calendar to ensure I regularly analyzed recent ad performance, made budget adjustments, and recorded new ads so we would have fewer and fewer periods of reduced call volume as we scale our ads.



# HIRING AND ADVANCEMENT

At Unstarving Artists, we aim to recruit within our existing team and client community first BASED on needs, skills and most importantly, the alignment with our values.

We would much rather have a person who matches our values and needs to be trained than a super genius lone wolf cowboy who plays only for themselves.

We aim to hire people who fit our values first and skills second. We aim to recognize, reward, and advance those whose actions exemplify our values and further our mission and vision.



## OUR COMPANY WHEN WE OPERATE AROUND OUR VALUES



## OUR COMPANY WHEN WE DON'T



**These slides are to serve as your North Star,  
Your default and your “when in doubt” guide.**



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**Interested in joining the team?  
Send us an email today.**

**Say Hello** 🙌

