

4C1H

PLAYBOOK

WE DEFINE

Our Routines

4C1H
EMPLOYEE
EXPERIENCE



Since 2016,

what we have been saying from the very beginning in the **employee experience sector** we are in is that human-centered and understanding management perspectives are the most important dynamics of this business.

Acting with this understanding, we turn our ideas into reality together with **our consultants, strategists, account managers, copywriters, creative directors, creative teams, production experts and translators.**

With this in mind, as we continue to build a strong experience and culture for the teams of all our partners at an ever-increasing pace, we did not want to be one of those tailors who cannot sew their own clothes; we wanted to strengthen our own culture as the 4C1H team. Airbnb CEO Brian Chesky says, **“Culture is the shared way of doing things with passion”**.

We started from the value-adding feature of sharing and determined our own cultural routines at 4C1H. We tried to find answers to the questions of what we want, why we want it, why we don't want it, and most importantly, **“How do we work and live at 4C1H?”**



On the way to our routines, our underlying philosophy, our reason for being and our values have guided us:

Our Philosophy:

We believe in the Holistic Employee Experience because the whole is greater and more meaningful than the mere sum.

Our Purpose:

We exist to understand the people who make up the corporate culture, to discover their stories and to add value to those stories.

We cherish **our values** alive in every story we discover:

V



L



E



Here Are Our

ROUTINES

TI

NES

We held ideation meetings, organized workshops and took a photo of our own culture for a completely employee-oriented, **needs-responsive culture** about our development areas, celebrations, trainings, meetings, holidays and many more. After determining our needs, we created our routines.

We are happy to share our **4C1H Routines** after these studies, which are one of the most important steps for a people-oriented employee experience!

OUR ENTERTAINMENT ROUTINES

We love Fridays and Happy Hours!

We don't have a permanent office, we work completely remotely. But that doesn't stop us from getting together and celebrating the weekend!

Every 15 days we organize an online Happy Hour **on Fridays at 17:30.**

4C1H sponsors refreshments for all employees after some projects.



OUR ENTERTAINMENT ROUTINES

We look forward to our New Year's presents!

4C1H sends a surprise package to each of its employees towards the end of December every year. It both celebrates our New Year and makes us smile with this present.



OUR ENTERTAINMENT ROUTINES

We slice 4C1H's birthday cake together!

November marks 4C1H's birthday. Every year around this time, we find the day when the whole team will physically get together and we spend the whole day both talking about the new year goals and having fun together.



OUR ENTERTAINMENT ROUTINES

We know how to say well done, we did a good job!

We always make sure that we put our best foot forward in everything we do. However, some of our projects deserve an enthusiastic celebration. We know how to celebrate our successes as much as we learn from our failures. That's why we come together online or offline after our important projects and applaud each other.



OUR VACATION ROUTINES

We value our birthdays!

At 4C1H, we value doing whatever we feel like doing on our birthdays. That's why we take 1 day off during our birthday week!



OUR VACATION ROUTINES

As we enter our 7th year, we take 1 month sabbatical!

Famous designer Stefan Sagmeister says that every 7 years he shuts down his studio for 1 year to refresh his creative perspective. 7 is indeed an important threshold in both our relationships and business life. In order to renew ourselves and our perspective, every teammate who enters his/her 7th year at 4C1H takes a 1-month sabbatical, provided that they can use it continuously whenever they wish.



OUR WORKING ROUTINES

We work remotely!

We have extended the remote working we started with the pandemic indefinitely and made it our way of working for now. If we need to work together, we will meet in the coworking spaces determined by 4C1H.



OUR WORKING ROUTINES

We don't miss our 09.15 meetings!

We have traffic meetings at 09.15 every morning for a maximum of 30 minutes. We update that day's plans through the digital tool we use. Thanks to these meetings, we both say good morning to each other and inform each other about our work.



OUR TRAINING ROUTINES

We always aim for the better!

Our learning journey never ends. As all 4C1H employees, we receive training from industry experts in certain periods.



OUR TRAINING ROUTINES

We follow the agenda with Humansletter!

Every day there are new developments in the world and in Türkiye.

We share Humansletter, where we compile news about employee experience and employer branding, monthly on our LinkedIn account.



Humansletter

OUR MEETING ROUTINES

We learn to see things through each other's eyes with our retrospective meetings!

As the entire 4C1H team, we hold retrospective meetings every 15 days, lasting 1.5 hours on average. We review the work, operation processes and team relationships that we have been satisfied with in the past 15 days, where we see potential for improvement, and what we think could have been better. We learn to look at issues and ways of doing business through each other's eyes and develop empathy. With what we learn, we create better works more efficiently.



OUR MEETING ROUTINES

We share our company goals via All Hands!

As the entire 4C1H team, we organize All Hands meetings once a month for an average of 2 hours, where we talk about the current points we have reached in our annual targets, administratively important information and targets. By establishing an honest communication, we get updated on every topic within 4C1H.



OUR MEETING ROUTINES

We hold 1-1 meetings for feedback!

We believe that feedback is valuable for solid development and communication. In order to ensure continuity in this area, on the 25th of each month, each team leader holds 1-1 meetings with the members of their team for a certain period of time. And that day becomes a meeting-free day for everyone.



OUR MEETING ROUTINES

We love spontaneous meetings!

As we are a team working remotely, we are located in various cities in Türkiye such as Istanbul, Izmir, Ankara and Mugla. As team members in these cities, we try to get together regularly once a month outside of work and strengthen our friendships.



To conclude...

Our routines are an important part of our identity, our journey.

We hold on to them very firmly. Even if they change shape according to our needs and wishes along the way, our only unchanging routine will be our effort and belief in keeping our culture alive as a team.

**Thanks to all 4C1H members
for their valuable contributions.**