

7x7
Squad
Goals &
Traits



7 Squad Goals



Love the Little “c”

Serving the Church is why we exist. We are a company built by church people FOR church people. We love our individual local churches by faithfully serving in them. As a company, we care for each local church that we serve, becoming a remote part of that church’s team.



Nothing Hidden

We say what we mean and mean what we say. We are truth-tellers, both to our clients and to each other. We never use asterisks to qualify what we say and when tough questions inevitably arise, we will work through them with respectful, but direct, honesty.



Constant Improvement

We believe that success is measured against who we were yesterday. Each day we are looking for ways to better serve those around us, whether that is a client or a squad member.



We Take Our Art Seriously, Not Ourselves

We are serious about what we create but never take ourselves too seriously. We strive to exceed expectations. We are passionate about being a creative leader for the Church by helping tell her stories through art.



Effectively Creative

Every day we strive to not only be creative but be efficiently creative. We strive to provide relevant, quality content in a timely fashion. Our goal is to save time for ourselves and our clients, without sacrificing creativity.



Everything Together

Although the squad is located around the world we still find time to engage with one another beyond our work responsibilities. We support and pray for each other and encourage relationships on a personal level.



Responsible Flexibility

We recognize that work-life is a key component of what shapes our lives, but not the only component. We value the importance of creating a healthy and responsible balance between our professional and personal lives. We value the role that boundaries play in maintaining full lives that honor Christ, in order to remain healthy professionally, personally, spiritually, and physically.

7 Squad Traits

1 *Confidently Humble*

CONFIDENCE IN CRAFT • HUMBLE IN EXPRESSION • ABLE TO ARTICULATE

2 *Committed to the Squad*

NOT ISOLATED • INTERACT ON SLACK • ALL SQUAD PARTICIPANT

3 *Takes Care of Clients*

THOUGHTFUL COMMUNICATION • TREATS CLIENTS AS PARTNERS

4 *Can-Do Attitude*

OPEN TO CHANGE • SOLUTION BRINGER

5 *Attention to Details*

THOROUGHLY READS BRIEFS, EMAILS, AND CLIENT MESSAGES

6 *Constant Improvement*

NOT HAPPY WITH STATUS QUO • SEEKING KNOWLEDGE • OPEN TO FEEDBACK

7 *Responsible*

DEPENDABLE • NOT LAZY • DO WHAT YOU SAY

church media
Squad[™]