



THE PLAYBOOK



A COLLECTION OF PEOPLE AND SYSTEMS DESIGNED TO MAXIMIZE PERFORMANCE AND COLLABORATION

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OUTGIVE MISSION

To push internal and external limits through the power of teams to positively impact the world



WHAT DOES IT MEAN TO OUTGIVE?



It means to embrace the abundance mentality. The more we give, the more we get. We strive for mutual growth and win-win situations. We collaborate instead of compete. We look out for each other.

Most people tolerate mediocrity and “settle” for lower standards because subconsciously they have decided to dedicate their life to the pursuit of comfort (or the avoidance of discomfort). This comfort zone is where you only give 70% of your true effort, where you do the bare minimum, and where you do a job that is just “good enough”. There are no “true” challenges in the comfort zone and therefore, growth does not happen.

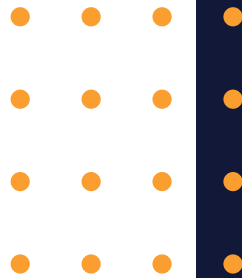
We believe in the pursuit of growth in every aspect of life that is important to us. This never-ending path is challenging and keeps getting harder as we grow, but this never-ending self-evolution is what excites us and gives us that healthy and long-lasting feeling of purpose and fulfillment in life.

We believe in giving our 100%. We thrive in being the underdog in situations. We welcome unexpected challenges and obstacles. We are not afraid of failing and making mistakes. We know that true growth only occurs in the midst of discomfort, pain and learning from previous mistakes and failures.

We set higher goals than are expected of ourselves and others. We put in more effort than we think is necessary to hit those goals. As individuals, team members and leaders, we outgive to exceed our own expectations, and that of our clients, customers and society at large.



4GS CORE VALUES



+ GROWTH

We believe that continuous learning and self-improvement are the keys to success. We are problem solvers. We embrace discomfort and push outside of our comfort zone because that is where the most positive change happens. We are not scared of failing because we learn from it, and we know we will always emerge stronger and smarter. We are resilient to change. We innovate, and are always hungry to stay ahead of our competition. Our passion for growth draws us to the process of discovering and overcoming any obstacles that may potentially discourage others, but not us.

+ GRATITUDE

Being grateful is the key to happiness and the perfect antidote for worry, fear and stress. We remind ourselves to be thankful every day, even for the little things in life. We believe in embracing a positive attitude and setting a good example for everyone around us - especially in times of uncertainty. We are grateful for the struggles and setbacks we face and the consequent opportunities for growth that are in front of us. We understand the importance of humility, and that it is not thinking less of ourselves, it is thinking of ourselves less. We are respectful to each other, grounded in our virtues, and always striving to remain teachable regardless of how much we already know. We celebrate our wins and we are grateful for all the opportunities that life throws our way.

+ GRIT

In this age where instant gratification and self-entitlement are rampant, we stand out because we embrace discomfort and choose to play in "hard mode" any day of the week. We believe that there is no outsmarting hard work. No pain, no gain. We do not let excuses, short term discomfort or procrastination prevents us from reaching our goals and accomplishing our tasks. When our dedication to growth falters in the midst of chaos, stress and boredom, we do not give up because we know that anything worth having doesn't come easy. The result makes everything worth it.

+ GREATNESS

We practise extreme ownership of our roles in the company and believe we are all capable of aiming higher and achieving the impossible. We take ownership of our wins or losses, and focus on being better today than we were yesterday. We push to turn our dreams into reality through channeling our passion to do our best and to be the best at what we do. When working together, we push each other and have each other's backs. Great teams are unstoppable. We are proud of who we are, and excited of what we will become. We welcome competition. We know that we are the most vulnerable when we are ahead and competition forces us to do our best, to keep taking risks, and to serve our customers and clients better.

4CS CORE COMPETENCIES



CAPABILITY



CREATIVITY

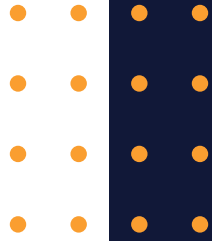


CHARACTER



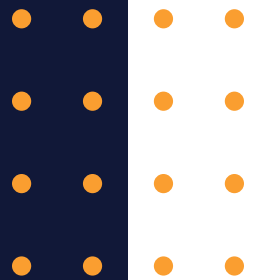
COMMUNICATION





WHAT DOES PERFORMANCE & CULTURE LOOK LIKE AT OUTGIVE?

Outgive's core principles (4C + 4G) fuel our high-performance culture that encourage collaboration and instill a sense of belonging to our members.



PERFORMANCE

Goals and results are measured quantitatively; performance is monitored and measured through the management systems discussed in the later sections.

The never-ending upward-trending cycle of growth outlined below:

GREATER GOALS

GREAT EFFORT

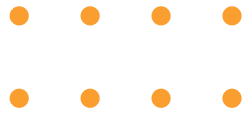
GREATER RESULTS

GREAT RESULTS

GREAT EFFORT

GREAT GOALS





CULTURE

Using the 4Gs as our pillars to create the collective norms and practices that foster collaboration and promote a sense of belonging and safety for all team members.

Although impossible to quantify, culture is felt and evidently displayed through collaboration, loyalty and team spirit.

Our culture is also shaped by some of the behaviors outlined beside.

+ BEHAVIORS WE ENCOURAGE

- + Being aware and having the humility to recognize one's own ego and blindspot barrier
- + Having healthy disagreements and arguments instead of false peace
- + Practicing radical honesty and objectivity by asking difficult questions and offering constructive criticism
- + Being proactive and taking initiative instead of being passive

- BEHAVIORS WE WILL NOT TOLERATE

- Not sharing information to others due to wanting to take more of the credit
- Taking credit from someone else's efforts
- Actions, intentions and thoughts that make others feel "unsafe" at work (this includes shaming others for their mistakes/failures or speaking negatively behind someone else's back)

OUTGIVE TEAM ORIGIN



2014



Nic and **Jerome**, the founders, migrated from Manila to Toronto when they were teenagers. Although they started their entrepreneurial journey separately when they dropped out of university, they became friends in 2012. With no capital funding or business connections, except for a total of \$30,000 in combined personal savings, they started their business together in 2014.

In 2015, **Gary Huang** joined us to start our e-commerce brands. He is now the team leader overseeing the growth of multiple 7-figure brands.



2015

2016



In 2016, **Pramod Bhat** joined us to start Stallion Express. He is now the team leader responsible for the on-going success of Stallion Express with a current team size of 15 across 2 locations.





In 2017, **Kath Bartolome** joined us to start Rocket Marketing. She is now the team leader with a current team size of 50.



2017

2018



In 2018, **Tom Davison** joined us to spearhead all the web development for all our projects including Stallion Express, Ashtonbee, Seller Interactive and more. He is now the lead web developer with a team size of 5.

Also in 2018, **Stefani Chhor** turned her back away from regular corporate culture to join us to create an unorthodox culture that focuses on both performance and culture.

In 2019, our total team size hit 100 members with combined annual revenues of \$8 million.



2019



FOUNDERS COMMITMENTS TO THE TEAM



01

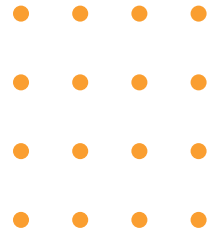
We strive to create the best systems, support structure and strategies to keep everyone accountable to the highest levels of performance. Every new member of our company will increase the current average team member score in terms of performance. We promise to push each other to ever-increasing levels of greatness.

02

We strive to create a place where you belong - a place where you feel safe from external market forces (competition and industry changes) and from unhealthy internal politics. Our goal is to create a healthy, transparent, growth-oriented, loving work environment that celebrates differences and promotes collaboration/cooperation.

03

We are results-oriented and do not believe in certain traditional structures of work. We offer our team members one day a week to work from home, truly flexible hours and unlimited vacation because we understand the importance of balance.



04

We strive to outgive to our team members - financially, but also in terms of work-life balance, freedom to be themselves and encouraging their growth. We understand and respect the process of giving more to get more in the pursuit of greatness.

06

We will do our best to protect you from market changes or competition that may result in you obtaining poor results even though your performance is beyond reproach. For example, if your project fails for reasons outside your control, we will do our best to find another position for you in our company that is in alignment with your strengths and interests.

05

We strive to align our team members in roles that align with their strengths, interests and personality so that they can shine the brightest.

07

We strongly prefer to promote from within and favour underdogs that have hustle. We don't believe that entrepreneurship can be taught in the classroom, and think that the traditional education system is fundamentally broken. What you know is not nearly as important as knowing what you do not know.





TEAMS

We believe in the power of teams and are grouped as such. Everybody is a team member. Some members are also team leaders. Always know who your team leader and team members are. Main point of contact for anything is your TL. Secondary point of contact is HR staff or the TL of your TL

[View Outgive Team Directory](#)



TEAM LEADERS



Team leaders are (also) team members who exemplify our 4G and 4C and have transitioned to a position where they can help bring out the best in other members. Great leaders are also great team members.

Team leaders deliver results and offer solutions - not excuses. They practise extreme ownership of their roles and their team. They pick up whatever slack is needed when their team falters. They blame themselves before they blame their team.

Team leaders are captains of their own ships. They are accountable and responsible for the performance, or lack thereof, of their team. The success (or failure) of their team is the purest reflection of their own success

Team leaders ensure that their teams are setting audacious goals and they help maximize the chances of accomplishing those goals through methods outlined below:

■ Help team members identify the best solutions and goals

■ Monitor and ensure that team members attack goals with high effort

■ Ensure team members have the tools, guidance and support to accomplish the goals

■ Architect a strategy that makes the best use of technology, systems and team members

■ Modify existing positions and create new positions to increase the team's success

■ Ensure that no unfair preferential treatment to one person is being given at the expense of another

■ Ask hard questions and offer constructive criticism to team members to encourage growth

■ Identify and counter the blind spots and weaknesses of team members

■ Identify effective Key Performance Indicators to track

■ Brainstorm, document, execute and systemize procedures (SOPs) to measure and maximize the team's performance while upholding company values

THE IMPORTANCE OF A STANDARDIZED MANAGEMENT SYSTEM



SYNCING WITH THE 'BIG PICTURE' STRATEGY

It is not enough that team leaders lead their team well. Just like captains in an army have a responsibility to pass on timely and relevant data to their general, team leaders have a responsibility to pass on information to their own team leaders so that senior team leaders have the relevant and timely data to make the best decisions that benefit the entire company. History proves that armies that dominate are the ones that are more in-sync and move as a single unit.

HARNESS THE POWER OF HABITS

Procedures, routine admin and documentation tasks is like hitting the gym and eating your vegetables. These tasks take a lot of willpower, but there is a hack. If you "force yourself" long enough to exercise regularly and eat healthy, eventually it becomes a habit. It becomes almost effortless. That's the same concept we are using by enforcing our system of management.

FAIRNESS & TRANSPARENCY


Standardization and documentation creates a more objective, quantitative and transparent approach to management. There are more tangible data points (instead of feelings and opinions) to create a system that is more fair to all members. It also allows senior team leaders to better evaluate the performances of the various team leaders.



PERFORMANCE MANAGEMENT SYSTEM



Team Leaders (TL) are responsible for facilitating all four of these components in a timely manner



**QUARTERLY
GOALS**



**WEEKLY 1-ON-1
MEETING**

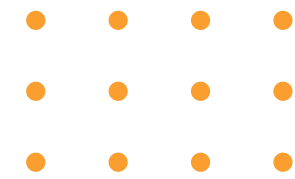
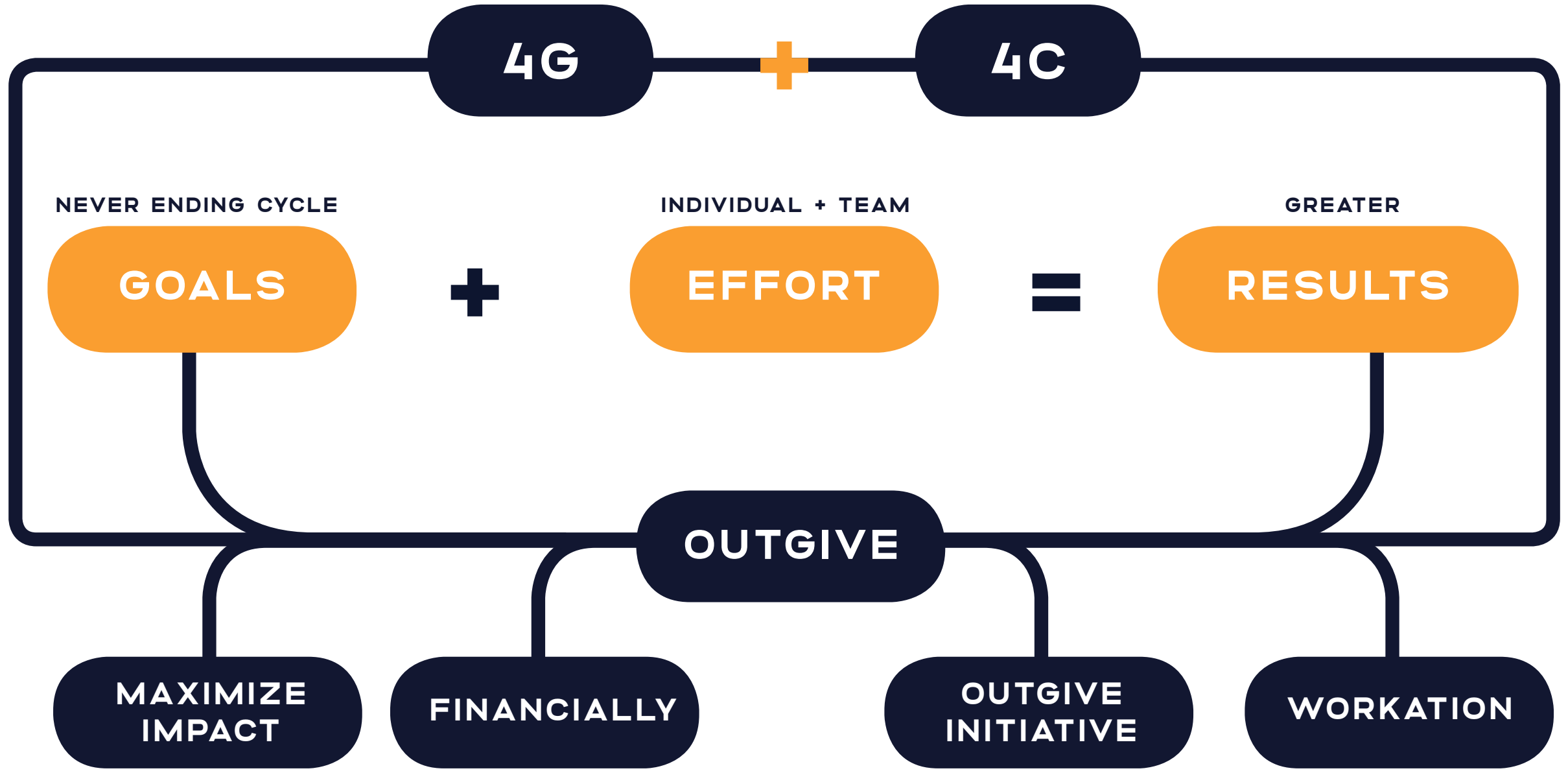


**WEEKLY
SMART GOALS**



**DAILY STATUS
UPDATES**







YOUR COMMITMENT TO THE TEAM



01 Adopting the 4Gs into your life to become a true member of the Outgive Team.

02 Being a great team member by complying whole-heartedly with our Performance Management System.

