



CHOOSE YOUR OWN ADVENTURE

C4E CULTURE BOOK

CONTENTS

The First Official C4E Hello	2
The Ultimate Goal	3
What We Obsess Over	4
Rules at C4E	7
Where Are You Going To Take Us?	9

THIS IS AN ABBREVIATED VERSION OF THE GRAND VISION WE HAVE, THE CHOICES YOU WILL MAKE AND HOW NOT TO FREAK OUT, NOW THAT YOU ARE HERE WITH US AT C4E.

The First Official C4E Hello

So you're finally here! You've probably said a few hellos already. Maybe even shared your first cup of coffee with one of us. Or Diet Coke. Or Iced-Americanos. And now you're curious (hopefully) to get to know more about what we do.

In a word, we are a live-entertainment company. Okay, that's two words. But that's not just what defines us. Mostly, we're a company of high-powered, self-directed, enthusiastic people who also double up as sports fans, novelists, music addicts, foodies and everything else in between.

One thing that's common between all of us is our passion for doing the best work of our lives, every single day. So it doesn't matter whether you're whimsical or sophisticated. We suspect you have a streak of insanity in you, since you're already here, and that means we are partners for life. No kidding. Life.

C4E wants to make lives tangibly better, for the world at large. We want to transform the human civilization. Make a dent in the universe. Impact lives. No, seriously. The opportunity exists. Some vague ideas on how to go about it simmer in our heads. And now we have you.

We are not a traditional company. We don't intend to do things because they've always been done in a certain way. We dare to be different. So roles are fluid. Titles are non-existent. "Why is that?" you ask. Because we don't believe in boundaries. Everyone ideates, creates, analyses, executes and measures. You can be a magician, an artist, a technologist. You get to decide for yourself who you are. Design your own JD. In short, this is no ordinary job with a set of pre-defined KRAs and metrics that we're going to measure you on.

We are asking you to choose your own great adventure.

"JOBS FILL YOUR POCKETS, ADVENTURES FILL YOUR SOUL"

~ JAMIE LYN BEATTY

The Ultimate Goal

To be the greatest set of hustlers gathered in a single place – that’s the C4E goal. We’re not kidding. We want our amazing people to be our biggest advantage. With all our interests – common and distinct – combined together with our love for live experiences, brands, and technology, we want to do things that blow away people’s minds. Imagine if between ourselves, we managed to connect with all the 7.4 billion people presently alive. Way too ambitious perhaps, but that’s exactly how high we aim. Imagine the stories we will collect. Imagine the amount of inspiration we will have. And to say nothing of the ideas that will be waiting impatiently to burst forth.

We want to feed people’s emotions, create spaces for fun and frolic, make anything worth remembering larger than life. That means delivering our A-game. Consistently. And for that, there’s really only one secret ingredient: excellent performers – nay – wizards, maestros, champions. That’s who you are going to be. That’s what every person at C4E ultimately is.

“IF YOU THINK ADVENTURE IS DANGEROUS, TRY ROUTINE, IT’S LETHAL”

~ PAULO COELHO

What We Obsess Over

We don't care about being predictable. Or repeatable. We want innovators; people who constantly seek answers to the question, "What next that will wow?" Actually, define your own question, and seek the answers. Your project is your own baby. You own it, you run it. No one works for anyone here. We all work together. The company is yours to steer. You are vested in its success, and we, in yours.

At C4E, we value those who,

CREATE IMPACT

Take a moment to think about what we are doing here. Entertaining people. Tickling their funny bone. Mesmerizing them with something they have never seen before. Turning their fantasies into works of breathing realities. Creating experiences, in short. Think Apple. Think Disney. Think Netflix. Think that hasn't been thought yet.

Input is good. But the output is what matters to us. Focusing on the process or on the analysis alone is not going to make happy clients. It is great results that you must be after. Success is delightful customers. Success is successful customers. It's not about effort. It's about the effectiveness. Every time you do something, you must ask yourself, "What positive impact is this going to create?"

THIRST TO DO MORE, MUCH FASTER

Doing one thing extremely well instead of doing three things that scream mediocrity is what wins favor with us. Quantity matters. But quality trumps it. Actually, we would like both. But make sure that your progress can be measured in days, or at most, in weeks. If you have to wait months to get something done, there is something seriously wrong somewhere.

Don't try to come up with seductive answers because they meet some short-term objective, though. Our ultimate dream could be to colonize the entire universe (why not?). So that's really long-term. Very long-term. Remember that every action has an impact that leaves a lasting mark.

HAVE AN ATTITUDE WORTH ENVY

You can have your own working style, your own political views, your own eccentric taste in music. But you must constantly be in pursuit of something better.

Thinking strategically is critical. You must be able to articulate what it is you are trying to achieve, make wise decisions and study the nuances. Talent alone is not enough. You must dive deep. You must be able to get the context right and communicate it correctly. You must be intensely committed. Think of this as the affair of your lifetime. Wouldn't you want to give it your best, all the time?

Curiosity and a love of learning are not just impressive but imperative. Going beyond amazing, to do what Steve Jobs did, is kind of our dream. To do this you must listen to people, on social media, through direct feedback or face-to-face conversations. Ask more questions. Get to the core of, "What truly entertains people?" Know what they want even before they know they want it. Then dazzle them with it.

HARBOR UNINHIBITED AMBITIONS

Extraordinary people are not fond of average goals. Clarity of thought is a must when you lock your sights on that bull's eye.

Question the status quo. Never fail to dream big.

Experiment. Take smart risks. Don't worry about screwing up. We've got your back. And we've all been there, done that. Learning from your mistake, however, is important. Redefine your working model. Send a bouquet of flowers to an irate client. Move forward with a better grasp of things the next time around.

Autonomy goes a long way in helping you achieve ambitions you've set for yourself. We believe in letting people carve their own career path, which is why we don't micro-manage. So you can hope to receive a lot of leadership but little management. With such ownership will come immense responsibility. But so will success. And the beers that we'll share later.

“LIFE IS ABOUT MAKING AN IMPACT, NOT MAKING AN INCOME”

~ KEVIN KRUSE

Rules at C4E

We don't have those. Rules and dogmas are for where there is a vacuum. We don't ever intend to experience that. On the contrary, we are that highly motivated, lively bunch of people that get stuff done, without a care for policies. But if you still insist on us outlining some rules, here are a few.

OPEN FOR BUSINESS

We don't think time should define or limit us. So we don't have a 9 to 5 work policy. We work because that's where our kick comes from. That is not to say that you won't have time for play. In fact, any time you feel like you've worked for far too many hours at a stretch, take a break. That Starbucks coffee will be on us.

TO CALL OR NOT TO CALL

It doesn't matter how long you've been with us. Even if it's your first day, feel free to walk up to any one of us, shake hands, talk about that Coldplay concert or simply exclaim, "I have an idea!" If you have a thought lurking in the depths of your brain, no matter how infinitesimal, inane or insane, tell us. Talk about it, drop an email or simply pick up the phone, and speak to any one of us. We thrive on ideas so every single one must out!

Sharing knowledge is critical in our business. Entertainment doesn't get real unless we can get many excited voices behind it. So if you have just stumbled upon an interesting blog, or had a 'Eureka' moment, talk about it. Shout if you have to, but it's probably polite to warn us first if you have a particularly screechy voice.

We don't call this an open door policy. It's really a no-door policy.

If ties and boots are your kind of thing, wear that. If jeans and moccasins are what let you breathe, choose that. We won't judge you based on your wardrobe. Or the number of your piercings. Or the choice of your hair color. Actually, we aren't into judging people at all.

This no-rule rule thing comes with one condition, though. It had to, didn't it? Your work must speak for itself. We want hustlers, yes, but it isn't just about being quick or competitive. C4E is the place where you produce work that gets unveiled in front of millions, nay, billions of people. Think of the volume of applause. Think of the number of happy faces. That will be put out there, by you. So it does matter what you ultimately create. You should be able to flaunt it with pride. As long as you get that right, we are pretty flexible with everything else.

Where Are You Going To Take Us?

We want to be as proud of our people, as the company our people will build. Without all our human faces, we'd just be an inventory of laptops, notepads, maybe a few chairs. That won't get us anywhere, will it?

You will design the most innovative events. You will win over clients with antics that 'wow'. The success that we at C4E celebrate will be earned by you. Today we are in the entertainment business. Tomorrow, we could be doing something radically different. Who knows? In your adventure, lays ours.

So the question is, where are you going to take us?

"COME WITH ME, WHERE DREAMS ARE BORN, AND TIME IS NEVER PLANNED"

~ PETER PAN

In the end,

Like we said in the beginning, choose your own adventure, we are so stoked to have you with us. We can't wait to learn from you, work with you, laugh with you, argue with you and like he said, change the world with you!

If you ever need to talk to someone about anything, please speak with Saurabh at sg@c4e.in. He reads EVERY single email.

Oh, one more thing. Welcome home!