



(THE LUMERY)

A Marketing & Technology Consultancy.

The 20 Main Reasons You Do NOT Want to Work With Us

2023

It's just the worst

We will let you decide for yourself if we are worth working with, but out of all the dead-set rubbish things, here are the 20 absolute worst things about us.

In no order, because it's just all bad.



1.

You'll be a Lume

To be a Lume means you'll feel like you have a safety net of real people around you.

Our values and culture are everything to us and we protect them fiercely.

It's garbage.



2.

Our Employee Value Proposition (EVP)

Here's our Employee Value Proposition. It's something we are constantly striving towards – aiming to get better and better every year.

You will see that we are committed to all these things. For example, we have an employee-led change-group called Power To The People (PTTP), who run incredible initiatives on diversity, inclusion, our values, and employee wellbeing.

Working for a company that works to bring these things to life?

How gross.

Employee Value Proposition

- High Performance Team with psychological safety at the heart of the company
- Live and breathe our values
- Ability to learn, innovate and deliver solutions that are industry leading
- People feel empowered and trusted
- Supportive leadership / servant leaders
- A culture that balances work with the connection of people, fun, banter

3.

You'll be side-by-side with the industry's best

We have the most passionate, specialised humans who are obsessed with setting the benchmark of how organisations solve complex business problems by harnessing data and technology.

On the daily, you'll be working alongside and learning from the best MarTech experts in the industry.

Together you will be actively pushing the boundaries of MarTech.

Urghhhh, why would you want that?

Our Experts

Client Direction

Client Partnership
Advisory

Delivery

Delivery Management
Business Analysis

Strategy

Customer Strategy
Analytics
Experience Design

Technology

Solution Architecture
MarTech Development
Marketing Automation
Quality Assurance

4.

We're engaged

Oh gosh you'll hate this. Our engagement scores are outstanding - year on year.

We get engagement scores over 80%, and we have sustained it for years.

This year we've moved to the culture and performance platform *Culture Amp* and aiming to not only dominate our own scores, but to get the highest engagement score of consultancies like us in Australia. So yeah, we do well, but we want to do even better.

Big hopes and dreams? Yeah. It's ghastly.



5.

You only get access to Australia's top brands

It's super uninspiring.

We really care about our clients, and you'll get to deliver high quality work to the best brands in Australia.

Sheesh...talk about small-time.

Travel



Technology & platforms



Not for profit



Marketplaces



Retail



Government



Utility & Financial services



Property



Media, publishing & entertainment



6.

Everyone's doing their best to prioritise wellbeing

Wellbeing? Oh yikes. More bad news. This is a complex but a critically important topic for us.

We are doing our best to look after ourselves and each other by having real conversations, wellbeing days, self-care budgets, and now: Short Weeks. We stop all meetings at 1pm on a Friday and clock-off at 3pm (11:30am & 1:30pm for our team in India).

We're going to see how far we can push wellbeing initiatives in the coming year.

Working for a place that understands that wellbeing is highly personal to the individual?

Junk.



7.

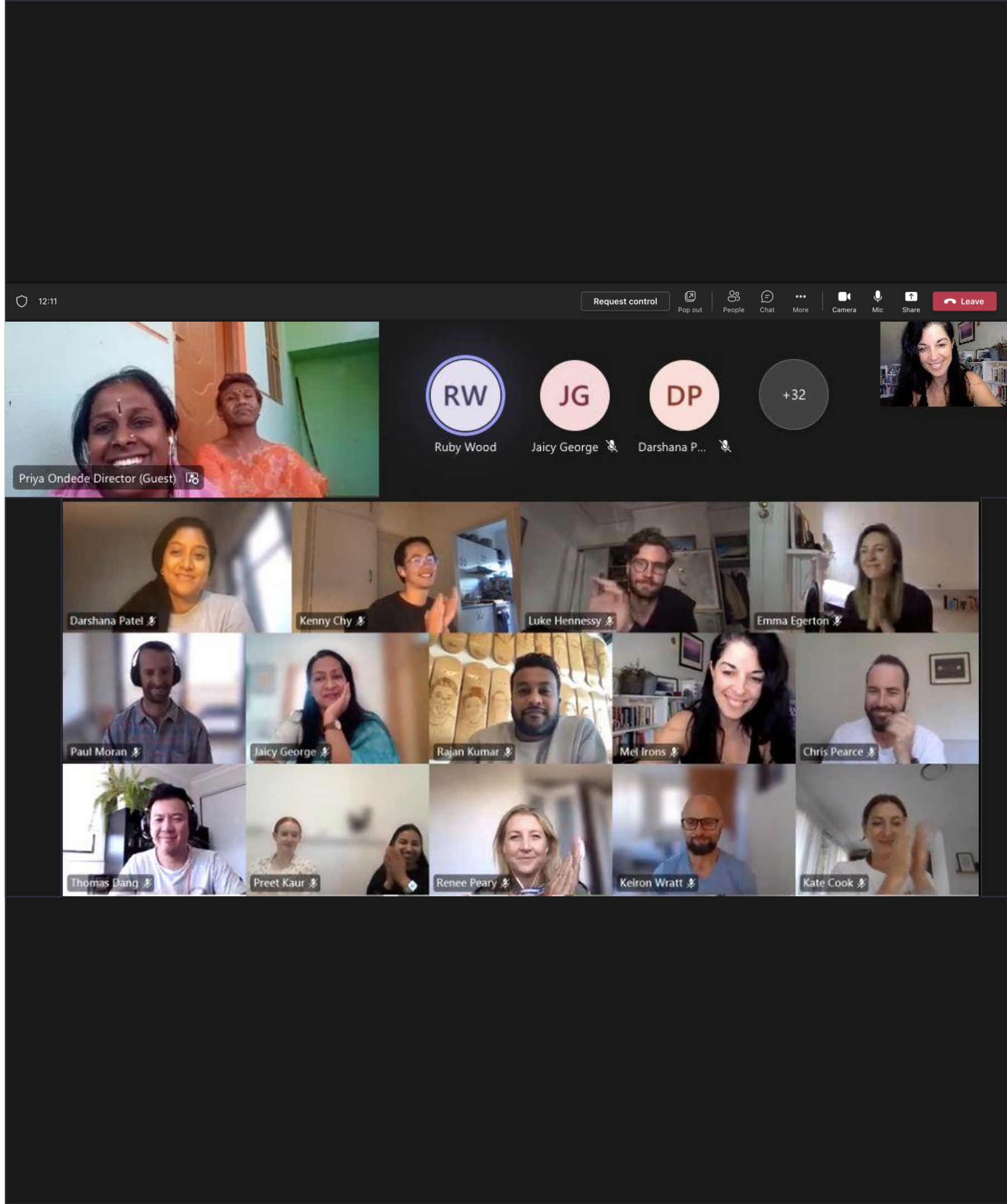
Let's talk about Power to The People

The members of Power To The People (PTTP) are super motivated, caring, connected Lumes who run amazing initiatives relating to our values, wellbeing, mental health, culture, inclusion and diversity.

For example, PTTP recently ran a ‘What's in a Name’ session focusing on the importance of pronouncing people's names correctly, and this led to material changes in how we do onboarding. We also had an International Women's Day event which ensured we kept an eye on our gender pay gap (spoiler alert: it's 2% compared to the national average of 14% and we have a LOT of senior female leaders).

Right now, we're running an honest four-part series on mental wellbeing.

Our people have a real stake in how we do things around here. It's high-key terrible.



8.

Our leaders are coaches: effective and empathetic

You'll hate this. Leadership can make or break a business.

We've just built a *Leadership Capability Framework*, and are embedding it into a range of things we do.

We've got great leaders but we're always striving to do even better.

And we've recently employed a performance psychologist as our Director of Organisational Development to help drive this progress (pssst... she's a Dr. of Psychology) and we have a Personal & Community Coach in our team in India.

As part of this we have a lot of structured feedback loops – as of 2022, annual 360s, Stay Interviews and Career Conversations for everyone, to name a couple of things. We also formally assess the effectiveness of our people leaders annually.

EXISTING LEADERS	Vision and Purpose	Psychological Safety	Decision Making	Ability to Influence	Personal Resilience
	Enabling and Inspiring Others	Results Orientation	Business Acumen	Executive Partner	Openness to Change
EMERGING LEADERS	Approachable	Concern for Excellence	Effective Communication	Customer Focus	Accountability
	Providing and Receiving Feedback	Meeting Participation	Creativity and Innovation	Team Building	Willingness to Learn
ALL LUMES	Collaboration	Managing Work	Inquisitive Mind	Integrity	Courage
	PEOPLE MANAGEMENT	ACTIVITIES MANAGEMENT	INFORMATION MANAGEMENT	RELATIONSHIP MANAGEMENT	SELF MANAGEMENT

9.

We actively build up the next generation of marketers

This represents so much for our business. Partnering with Swinburne University of Technology to help teach the next generation of marketers connects back to our business purpose.

To educate. To empower.

Our specialists get the opportunity to guest lecture, run workshops, and connect with up-and-coming talent.

Gosh the feeling of giving back really sucks.



10.

We live up to our values

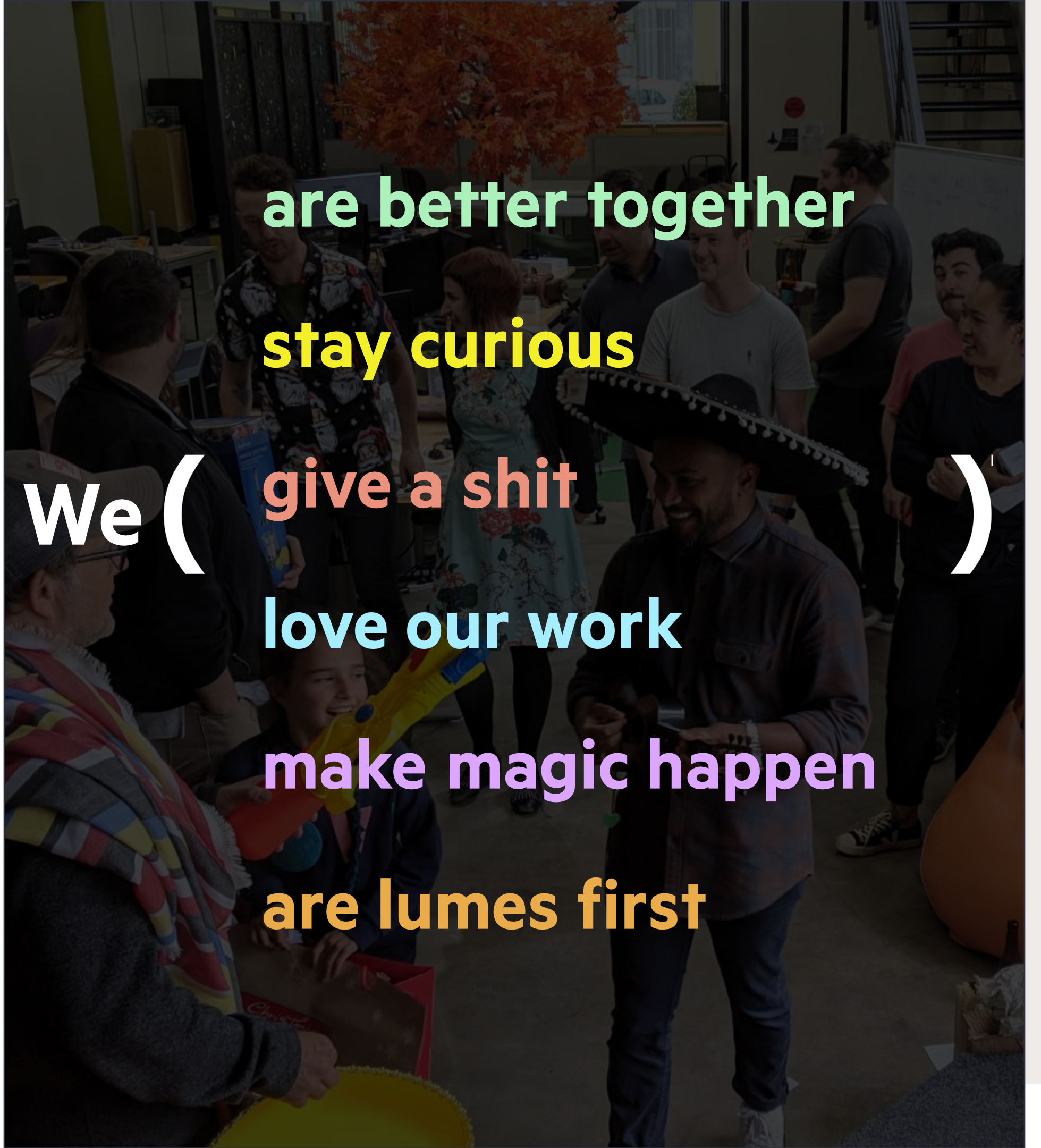
It's horrific. You're going to hate how much we walk the talk when it comes to our values.

Our values are not single meaningless words that are left to fade into oblivion on a dog-eared poster on a wall somewhere.

You'll hear them referenced by people in the business Every. Single. Day.

We don't shy away from hard decisions just for the sake of some short-term gain.

Sigh. No good.



We (

are better together

stay curious

give a shit

love our work

make magic happen

are lumes first

11.

We have a beautiful HQ

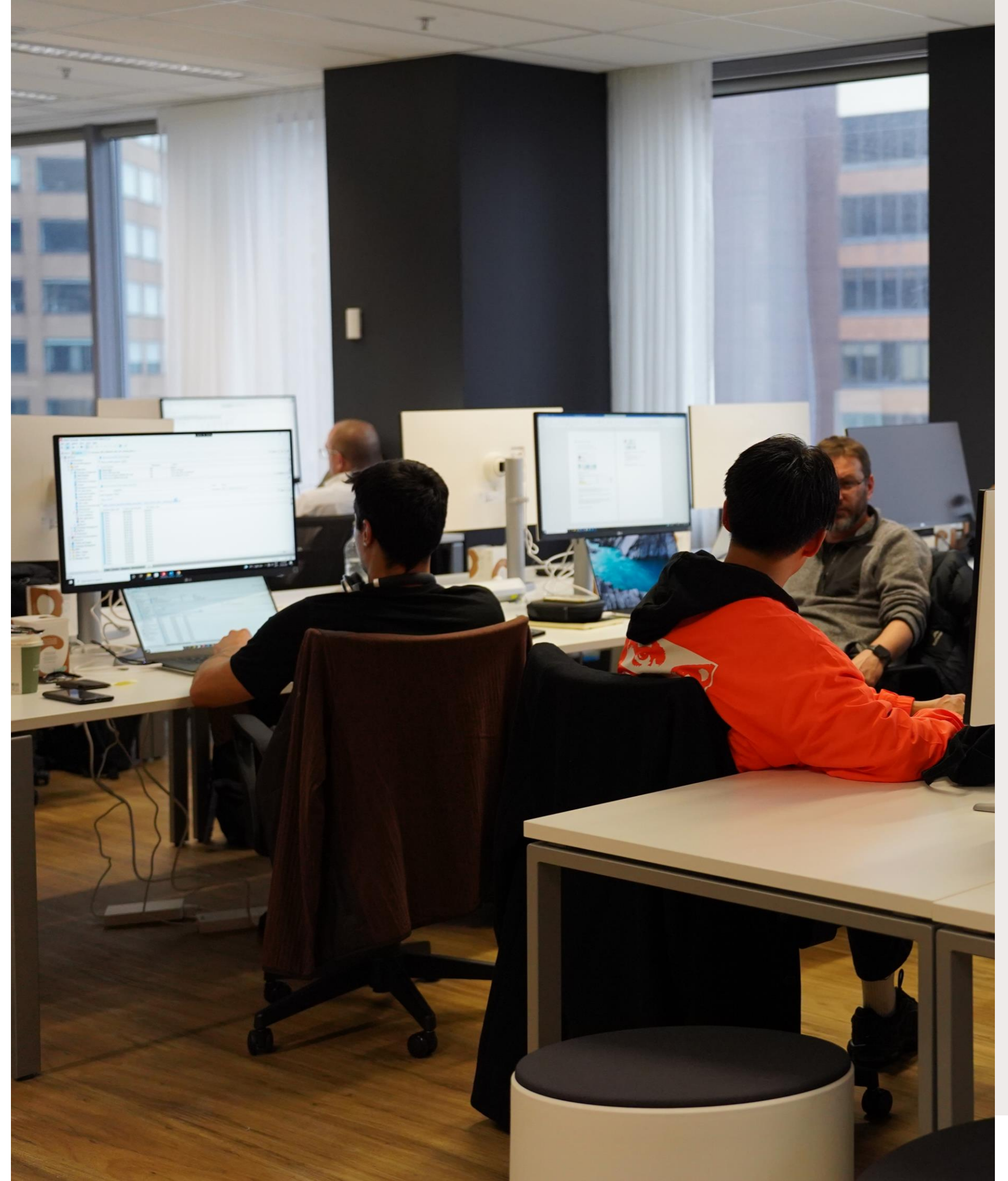
A warm, classy, highly functional and welcoming HQ in Melbourne's CBD? Yeah, it stinks being so close to everything.

But we also don't expect you to be here all the time. Hell no.

We're super flexible. There are no mandated days to come in. We have office space in Sydney, Brisbane and Canberra, as some of our Lumes are dotted around Australia. You can work from just about anywhere. Not to mention space in Bangalore for our team in India.

We all come together a few times a year for a big All Hands company catch-up and some team shenanigans, but aside from that, people work together to dictate when they are in the office.

You will not stan.



12.

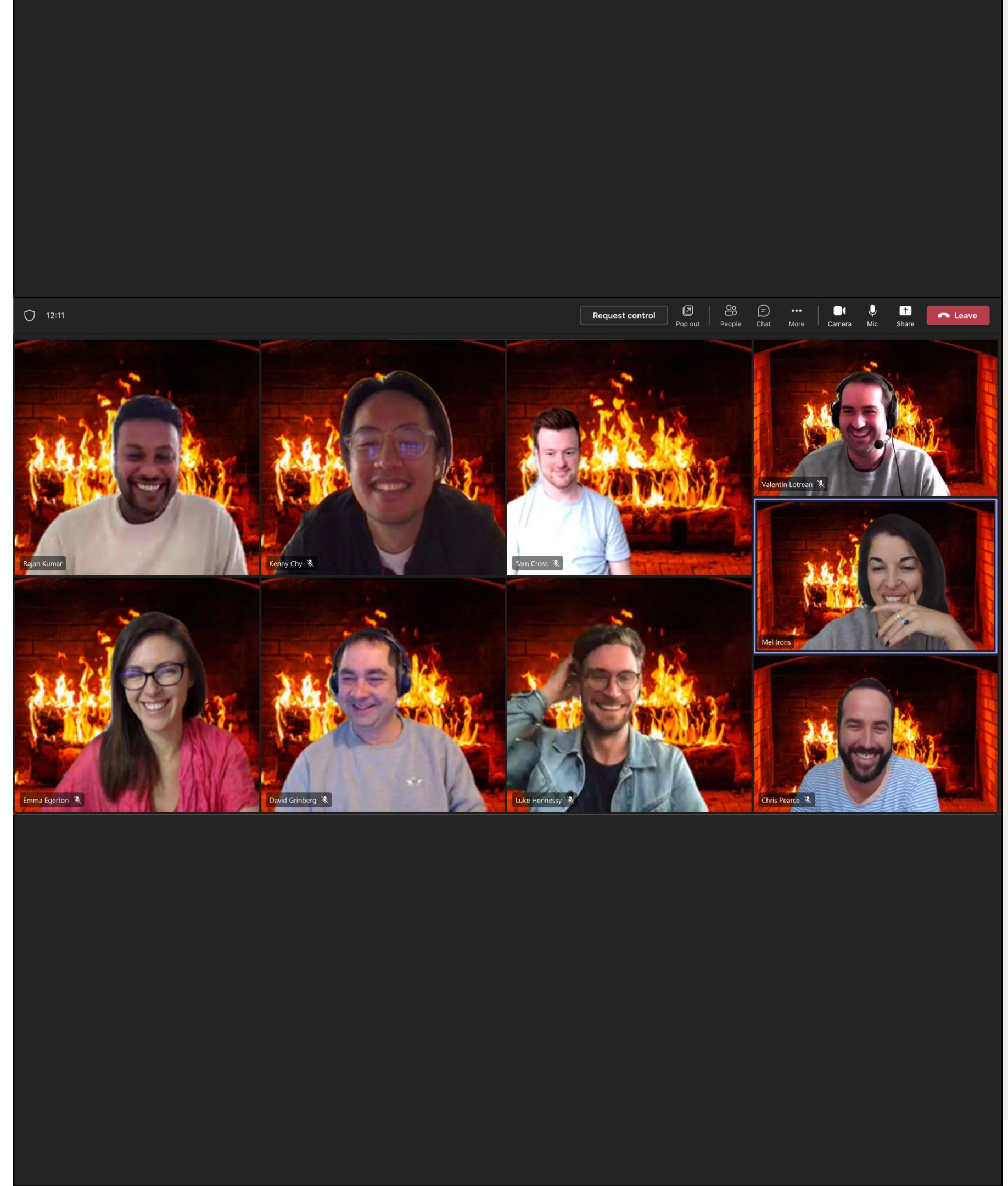
You'll get direct access to our leaders and co-founders

You'll get to spend time with and collaborate with our leaders and co-founders, every single day.

They will be at the desk next to you if you're in the office, or one Slack away.

For example; our CEO is wildly accessible, but a few times a year we host ask-anything-you-like Fireside Chats.

Oh brutal! It's absolute trash to have a voice that is heard.



13.

We focus on creating psychological safety

You'll be offended by the fact that we understand, believe in and focus on creating psychological safety in our teams, and it's something we will be assessing annually as of 2022.

This means you'll have to suffer through things like having humble, honest, vulnerable leaders; being able to ask any questions; and being able to test and learn without fear.

When we see areas for improvement, we act on it.

Vomit.



14.

Our onboarding is epic

On day one you will begin the TL Scavenger Hunt – our highly detailed onboarding roadmap that is owned by YOU.

Why is it called a Scavenger Hunt? It's a detailed map where you are collecting treasures the whole way through.

You also get an official Onboarding Buddy and ongoing support from our Director of Organisational Development, with lots of 1:1 check points along the way.

As if you'd want to be THIS supported.

For example, here's a snippet of feedback from a new starter just this week:

"One thing that's going great... onboarding process -- it's impressive that there's any content at all, it's well thought out, and new-employee centric. I especially appreciate that it's driven by the new starter; pacing is up to me and I'm not at the mercy of my manager or buddy to schedule things on my behalf. I don't feel 'in the way' and I have plenty of work to keep me occupied this first week."



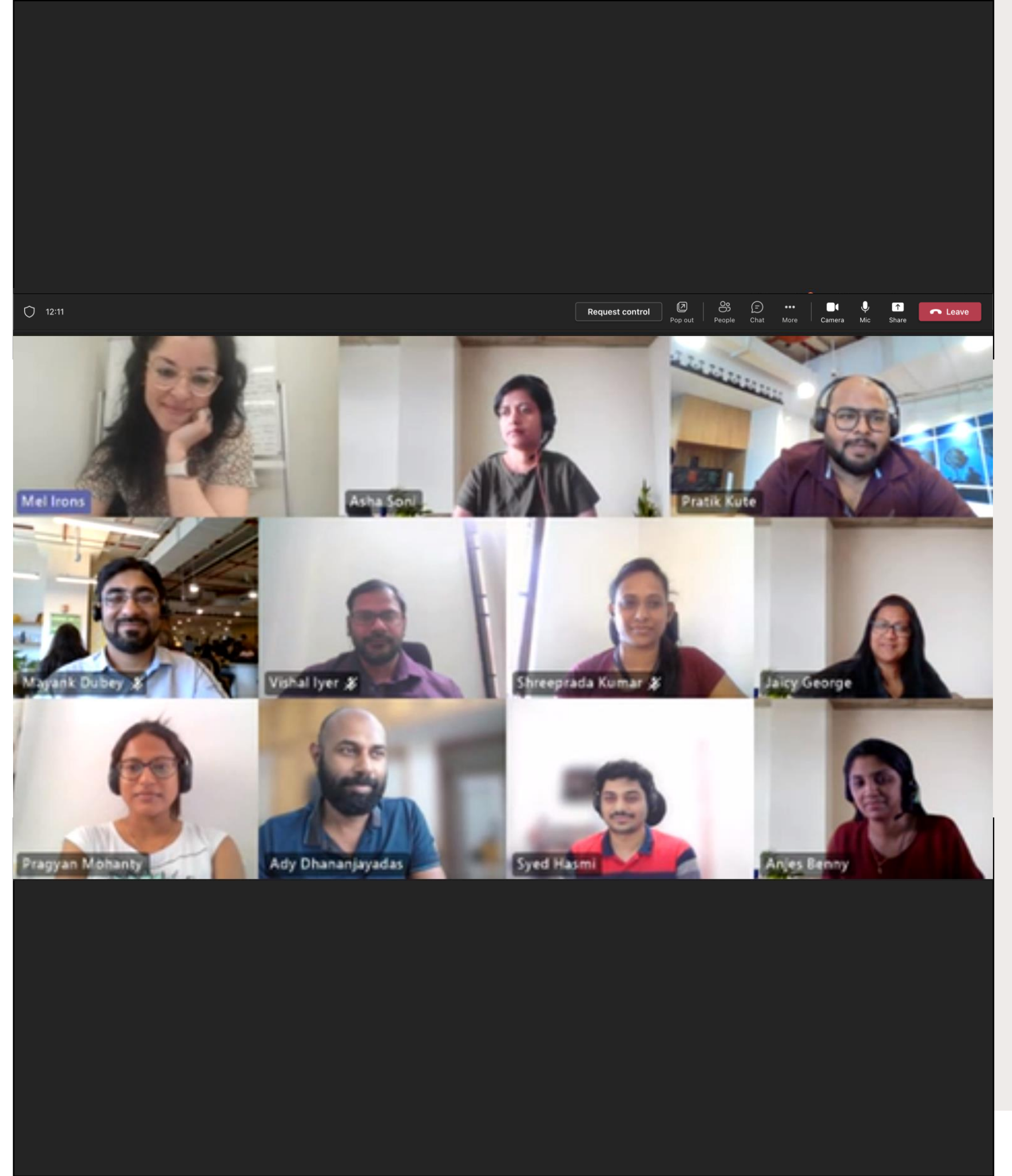
15.

You'll be in a high-trust environment

A place where trust comes first?

The ways we know trust comes first is things like; we are working on our Working From The World Policy where you *can* literally work from anywhere. We don't expect you to physically walk through the doors every day, and we trust you to manage your time.

How disrespectful. Who'd want to work in this environment.



16.

Have you heard about our skateboards?

We think being with us for a year is a huge milestone to celebrate – so much so, that we are going to stick your face on a skateboard.

You'll be immortalised on our Lume Skateboard Wall. This really sucks because to be a Lume means you'll feel like you have a community of real people around you.

Feeling valued and being celebrated? Hell nah.



17.

Our shout-outs are not just for the lolz

One of our most robust Slack channels is all about shout-outs. It's a living breathing testament to not only the great work we are all doing, and the values we are living up to – but the fact that we celebrate the wins, big and small.

Being appreciated and valued, in visible ways?

Yeah. Count me OUT.



18.

We are fun!

Respectful banter that's not just all about being a boy's club or at the expense of others?

We all work hard but also love to let our hair down and spend quality time with each other outside of the work (and talk about random things).

Nope. No thank you.



19.

Not to mention our Customer Value Proposition (CVP)

Oh gosh, this is just the worst.

We chat informally to our clients but also assess them annually, and we consistently collect evidence that we are indeed living up to our CVP.

And when we get feedback that we aren't, we act.

Yeah... we know.

Customer Value Proposition

- Transparent and collaborative partnership
- Demonstrate values tied to growth, business metrics & business outcomes
- Highly specialised: an organisation of experts unmatched in the industry
- Lean model: minimal overheads, no account management, values and output of everyone I work with is clear
- Vendor agnostic: unbiased, no secret dollars and I have trust in the advice

20.

Benefits we haven't mentioned yet

You'll get a personal L&D budget.

You get a phone/internet allowance.

You'll get an extra day off for your birthday.

We have a proper shut-down and rest at the end of the year.

We'll supply your laptop and any other stuff you need to be set up at home.

We've got a killer referral bonus initiative.

You have access to best-in-class psychometric assessments to further increase your self-awareness and skill development.

We don't skimp on snacks and events.

You'll get some preeeeettttyyyy sweeeettt merch.

Yeah. Nah. Opt-out.



Bad enough?



Dr. Mel Irons
Director of Organisational Development
mirons@thelumery.com

We've probably successfully convinced you NOT to work with us.

But, if want to put yourself through the horrors, reach out directly to Mel or check out our current job openings [here](#).

We get it if you don't. We're sure these 20 reasons have convinced you to NOT work with us.

