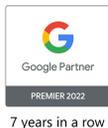


Make a global impact by outsmarting change

The place for opportunity-makers, not task-takers.



7 years in a row



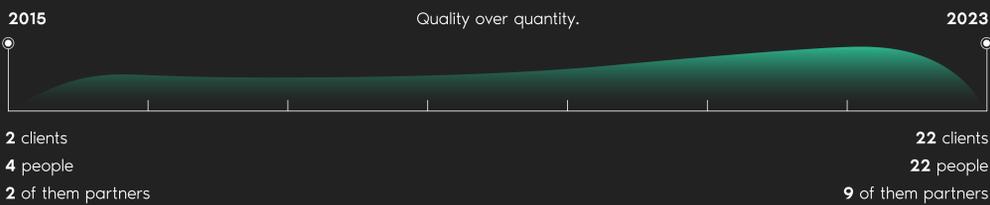
7 years in a row



2 years in a row

The New Kind of a Digital Marketing Agency

We are entering an era where humans have to innovate in almost every aspect of society. We are starting with revolutionizing the digital marketing agency model. Co-founded by the ex-Director of Marketing at Upwork and run by a presidium of partners, Lean is a place where one can embrace the unknown in order to grow. Essentially a marketing & business laboratory that gives people a real opportunity to make a meaningful impact both on their lives and our clients' bottom lines.



A company by the people, for the people

... but not just any people. Our vision is for Lean to exist 100+ years from now. To do that we need to duplicate with the right individuals who share our core values and mindset.



This is the reason why we offer profit-sharing Partnerships. Our partners are key to making the vision a reality by finding and growing people better than them.

They actually own a part of the company. That means they must share a piece of their portion of the pie to support the next generation of partners.

Best ideas win. No joke.

- The best ideas always wins & the truth is the only authority
- Idea-meritocracy system; based on merit
- A system that allows us proper duplication
- People receive as much as they contribute to the whole
- Partner consensus drives improvements for Lean



Behaviour that produces "WOW"

To figure out what our current values are, the Leansters took the PrinciplesYou assessment test. Although different, we found that we have a common set of traits that unify us.

Responsibility
Read: "Ability to always respond"

Growth seeking
Read: "An urge to build a better world"

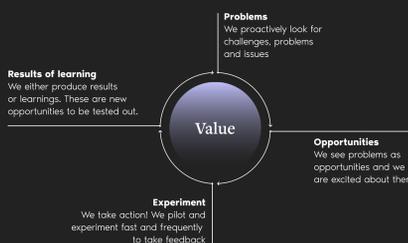
Innovation
Read: "The need to always go beyond"

Our values are our "non-negotiable". Why?

- They are the drivers of our WOW-producing behaviour
- They are the building blocks on which our System is built
- This is how we behave both internally and externally

Mindset that produces "WOW"

- In order to produce "WoW", you first must produce value.
- To produce value you always need to go beyond.
- In our world, a mindset that revolves around questions like "What else can I do?", "How can I do it better?", & "How can I create even more value?" is what keeps the wheel turning.

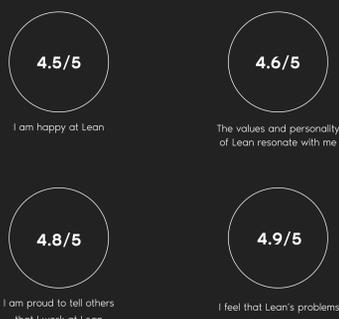


Lean and mean, our Spotify playlist will have you grooving at lightning speed! Hop on the 'Fast Track' to productivity and success.

[Press play](#) & continue to read.

Our promise: 100% transparency

Our people are our core and this is how they felt on our last Pulse check.



*Scores from Internal People survey, executed at the end of 2022.

So why aren't the results 5/5? Well, we aren't perfect. And definitely not content with these results. But working together with our people (idea-meritocracy, remember?) is helping us find & implement solutions that will ultimately get us to that 5.

We understand that your work life transcends the door step of the company you work at. Your job role shapes and impacts other areas of your life. With that in mind, we are constantly trying to find new ways to improve the Lean experience.

It's all on us, but it's up to you

Lean acts only as the elevator that can take you to your highest self. A place where the potential you thought you had is realized and exceeded. In simpler words - Lean can, will and has the resources to take you to the top. You just have to want it, get on and keep pushing the button for the next floor.

It's up to you.

