

Elà Mar

Esthetics Boutique



Culture Book

“If you want to build a ship,
don’t drum up the people
to gather wood, divide the
work, and give orders.

Instead, teach them to yearn
for the vast and endless sea.”

– Antoine de Saint-Exupéry

What is Culture?

The word culture comes from the Latin *cultus*, which means care: to have thought, regard or concern.

Our culture is grounded in shared values and principles that combine to produce meaningful work and meaningful relationships.

It's why we do what we do, and how we interact with each other to achieve our goals.

This is what we care about. It's who we are.



Our mission is to help
people feel beautiful.

What is ElàMar?

We're a hospitality company in the form of an esthetics boutique that provides skin care products & services.

Our mission is to help people feel beautiful.

We do that by providing exceptional aesthetic outcomes AND uplifting experiences.

Because beauty isn't simply looking pretty, it's also how you feel, it's something you experience.

We don't just take care of skin, we take care of people.

“The best way to love someone is
not to change them, but instead,
help them reveal the greatest
version of themselves.”

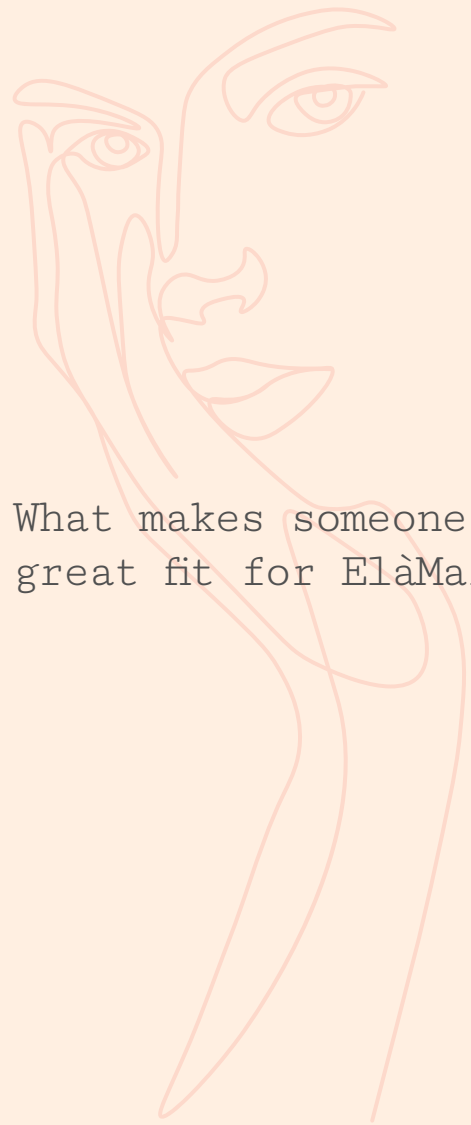
— Steve Maraboli

Our Values

- | **Safety.** The health and safety of our client's is first. Authentic beauty is inextricably connected to health. So we center skin care around creating healthy skin, and doing no harm.
- | **Hospitality.** We're a hospitality company in the form of an aesthetics boutique. We look to create sincere connection through genuine interest in others. This requires extraordinary attention to detail, kind and honest communication, and a servant's mindset.
- | **Esthetics.** Appearance matters. It affects other people's perception of us, and our perception of ourselves. We believe appearance applies to more than just people - it's our personal presentation, our spaces, every piece of content we produce.

If we're going to be about beauty then we should be about beauty in all things.

- | **Simplicity.** Skin care should be simple, and healthy skin should simplify life. We want ElàMar to be easy to understand, easy to use and easy to love. You can't add simplicity in; You must take complexity out.
- | **Authenticity.** Be yourself, not an idealized version of someone else. We strive for natural outcomes, and participate in the lifestyle we espouse.
- | **Growth.** We're striving for constant improvement, as a team and as individuals. This requires humility, embracing and driving change, and continual learning. Because to make things better you have to be better.
- | **Radical Transparency.** This is integrity, with each other and with clients. It's being honest about expected outcomes, never prioritizing sales figures over a client's needs. Internally, we (kindly) speak hard truths, and don't let personal loyalties stand in the way of truth and the well-being of our organization.



What makes someone a
great fit for ElàMar?

| **Have a genuine heart for service.**

| **Desire to do meaningful work.**

You're passionate about skin care, beauty, health and wellness and sharing that passion with others.

You share our belief that taking care of your skin and appearance is really just a way to take care of yourself.

The opportunity to help people and impact their lives excites you.

| **Work hard and be nice to people.**

You have a bright personality, love people and seek out ways to help others and build relationships. You act with compassion and respect for customers and colleagues.

You're a self starter, who is well organized, enjoys challenging work and is comfortable in fast paced environments. Opportunities to learn new skills and try new things excite and motivate you. You believe that nothing well done is insignificant.

| **Take extreme ownership.**

There are companies where people ignore trash on the floor in the office, leaving it for someone else to pick it up, and there are companies where people lean down to pick up the trash they see. We try hard to be the latter, a company where everyone feels a sense of responsibility to do the right thing to help the company at every juncture. Picking up the trash is the metaphor for taking care of problems, small and large, and never thinking "that's not my job." We don't have rules about picking up the real or metaphoric trash. We try to create a sense of ownership so that this behavior comes naturally.

| **Use good judgement.**

Here's our formula for good judgement: guest > team > individual (that's you). When we succeed in delivering our promise to guests then we succeed as a company. When we succeed as a company then we succeed as individuals.

| **Are humble.**

“Humility is not thinking less of yourself; it’s thinking of yourself less.” – C.S. Lewis. When things go well humble people share the credit. When things go poorly they shoulder the responsibility. You are coachable, open to feedback and willing to learn new things and grow. Ego is the enemy.

| **Communicate.**

You are open and honest with others and with yourself. You aren’t afraid to ask for help. You talk openly about issues with your boss and your colleagues. You only say things about fellow team mates that you say to their face. You have the courage to say what you think when it’s in the best interest of ElàMar and others, even when it’s uncomfortable.

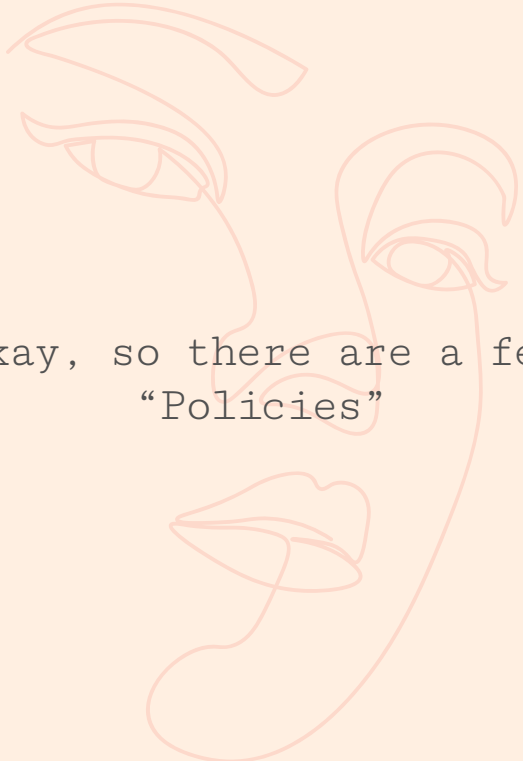
| **Build a positive team spirit.**

We’re a team, not a family. A family is about unconditional love, despite, say, your siblings’ bad behavior. A dream team is about pushing yourself to be the best teammate you can be, caring intensely about your teammates, and bringing positive energy and passion to your work each day.

| **You’re a responsible adult.**

“People can feel perfection.
They may not know it intellectually,
but they can feel it.”

– Walt Disney



Okay, so there are a few
“Policies”

We believe that people want directions about where they're going, not micro-directions about how to get there. So we try to keep policies to a minimum, and instead seek to operate by principles. However, there are a few policies due to the nature of our work.

Dress Code

We strive to be welcoming professionals, to create a comfortable environment where people want to come hang out. However, we're still technically a medical facility. So our motto is look cute and wear a lab coat.

Schedules

At the end of the day we're a service business - we have appointments, which means we have to be here to perform them. We're not going to tell you you have to be here x minutes before your first appointment, just remember to use good judgement. Our goal is to provide exceptional experiences to people, and one key to that is being completely ready, relaxed and always on time. So show up early enough to do what you need to do to be ready and relaxed for all your appointments, starting with the first.

Life Life: When you're not at work.

Let Someone Know

- Like your manager
- And your team
- Before you book your trip
- Request > Approve > Book

Be Responsible

- Make sure you're covered
- Don't leave people hanging
- Send an email reminder before you go

GO!

- Visit your fam
- Take a vacation
- Just unplug

“Always be a first rate version
of yourself, not a second rate
version of someone else.”

– Judy Garland

A Few More Things We Believe...

Esthetics should be simple, approachable and fun.

Relationships are more important than transactions.

Experiences are more valuable than possessions.

We should strive to be the best versions of ourselves, not an idealized version of someone else.

Comparison is the death of joy.

Our imperfections and differences make life interesting and exciting.

The journey is more meaningful than the destination.

Good things take time.

There is beauty in simplicity.

Oftentimes, less is more.

Authentic beauty is inextricably connected to health.

Skin care is an essential part of a holistically healthy lifestyle.

Appearance matters.

How we look affects how we feel about ourselves.

When you feel good about yourself, you bring good into the world.

To create a better world we must first be better individuals.

“Simplicity is the ultimate
sophistication.”

– Leonardo da Vinci

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