

# yellowlove

making each day count at firebrand labs.

[firebrandlabs.in](http://firebrandlabs.in)

# yellowlove

## **noun**

*The word used to describe the way of life, the culture, at firebrand labs.*

**Yellowlove** is an emotion. It is our way of life at FBL. It is how we **learn, earn** and **lead** at work daily. It is how we **make each day count** here. It is how we come up with **fabulous** ideas and execute them **brilliantly**. It is how we are a truly **loveable** tribe.

Let's get you started with a simple exercise.

- Take your age and multiply it by 365.
- The answer you get is the number of days you have been around here, on the planet.
- Now, make a list of your most memorable, truly happy days. These must be the days that you can recall with joy and pride. Basically, the question is this: **Of the days that you have been around, on how many days did you *make your life really count*?**
- But wait a sec. If you have started making that list, well, you have already lost the game of life!

Because, you see, life's a gift. And the idea is to maximize, leverage and use this gift intelligently. Which is to live fully and happily, celebrating each moment and ***making each day count!***

Well, if you have not thought about life this way, you can do that starting now.

At firebrand labs (FBL),  
we are going  
to inspire you to  
***make each day count.***

As a firebrand yourself,  
you are all set to  
experience  
***life behind our  
legendary yellow door.***

So, get ready for an  
awesome, exciting  
roller-coaster  
ride filled with  
opportunities to learn,  
earn and lead!



# ***what is this document all about?***

This is an important document. It may seem like an employee handbook. But it is more than that. It is a playbook for the Yellove Way. It will help you get the most out of life at FBL.

This document is a 30-minute read. Grab a coffee, find a quiet corner and invest quality time in reading it.

This document will:

- Give you a peek into life behind the yellow door.
- Tell you who we are, what we do and why we do what we do.
- Introduce our values to you.
- Tell you how you can learn, earn and lead at FBL.
- Orient you to the lingo we use and to the dos and don'ts here.
- Show you how you can have fun here and truly, really, make each day count!
- Inspire you to be a firebrand.



# *hello,*

*welcome to firebrand labs.*

*have you read our story yet? if not, we encourage you to read the book before going any further. ask for a copy of ‘**fabulous. brilliant. loveable.**’ - if we have not shared the book with you.*

*we are going to be spending the next few months or maybe years, together, creating meaningful outcomes for both firebrand labs and our clients. here’s some context setting to help you get started.*

*firebrand labs - a marketing advisory that works on an outsourced CMO model has been around for over 15+ years. we are a diverse group of people coming together to solve business challenges in the marketing domain*



*for our clients. how do we do this? by wearing multiple hats of a marketer - as creative thinkers, as designers and visualisers, as advertising experts, as writers and as problem solvers.*

*yellove captures the essence of the world you will create for yourself while employed here. know more about about how you can make money, stay in the cutting edge of self-learning and when you stay long enough, you may lead a pack of your own clients and a team. all of these will immensely contribute to your professional career in a purposeful and meaningful way.*

*over these years, we have not prided ourselves as creative giants or marketing wizards, as much as we have been able to offer fabulous ideas to our clients. ideas that work for their business and their audiences. in doing so, we have built a reputation of a team that comes up with creative ideas, from reshaping idlis and generating revenues for large hospitals to branding goli sodas.*



what is one thing we are good at? if this is a question in your mind, our answer is simple and direct. we are brilliant with execution. fanatics of the nuts and bolts, the details, the nuances. everything that a business needs from a micro-level. that's what we are good at. execution. someone said it so aptly: execution is god. to us, brilliant execution is god.

lastly, while we all focus on great ideas and executing them well, you will also come in contact with some of the finest, most loveable people here at work. some may end up becoming your besties for life too. we are a diverse group. you will find an architect living a designer's life, a school dropout running a company, a passionate DIY-er, a car enthusiast, a gamer, an anime freak and more. this company is made up of these loveable people. know us well.

welcome to the tribe,

**Arvind and Arun**

# ***What being a firebrand means***

## *firebrand*

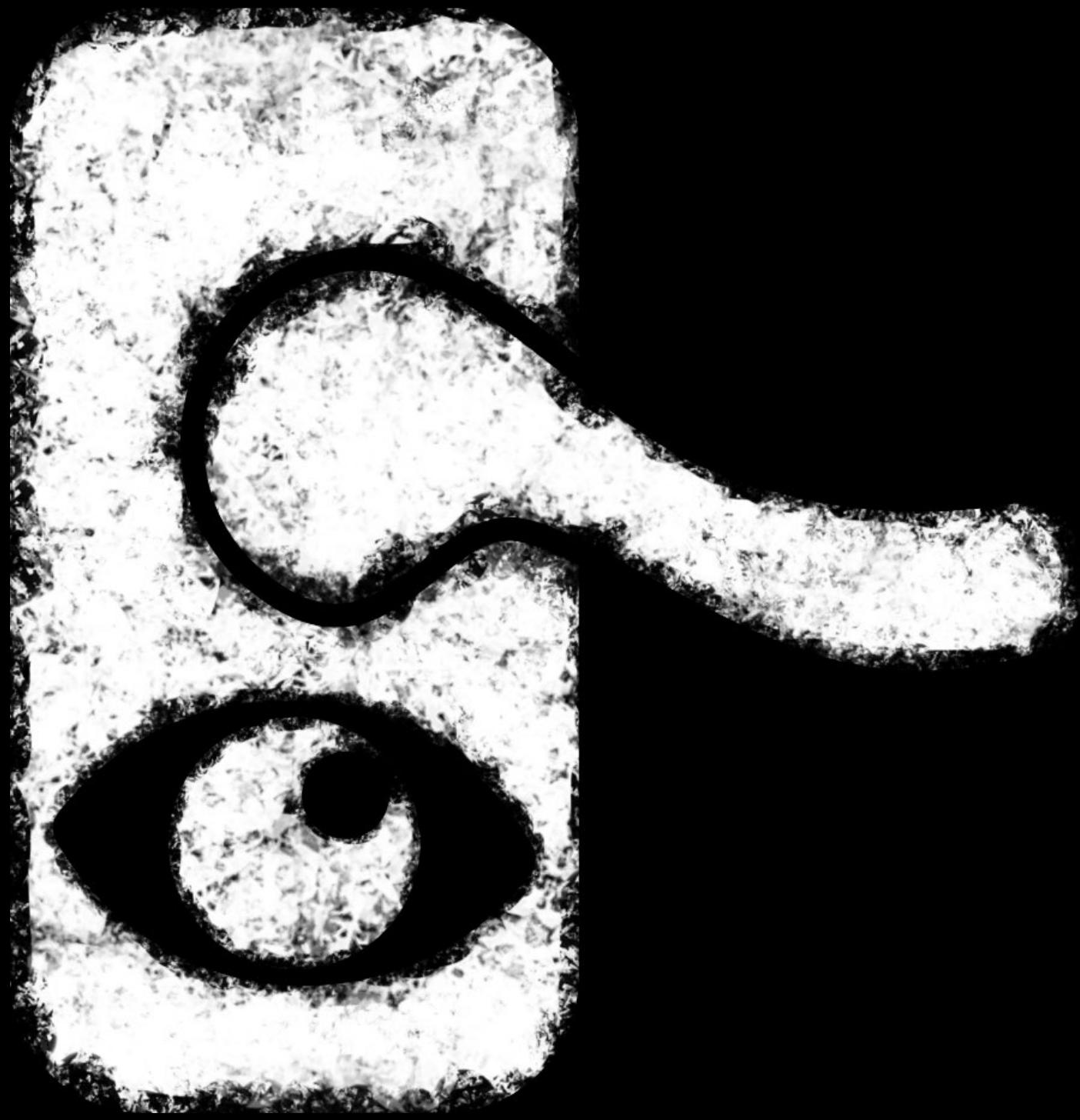
***/ˈfʌɪəbrænd/***

***noun***

*A person who is very  
passionate about a  
particular cause.*

**You are reading this because you  
have been invited to a life behind  
the yellow door. And so, now, you  
are a firebrand.**

***Yellove*** is an emotion. It is our way  
of life at FBL. It is how we ***learn,***  
***earn*** and ***lead*** at work daily. It is  
how we ***make each day count*** here.  
It is how we come up with ***fabulous***  
ideas and execute them ***brilliantly***.  
It is how we are a truly ***loveable***  
tribe.



## ***A peek into life behind the yellow door***

You surely noticed that the front door of our office is yellow.

And you may have well wondered why it is painted yellow.

Well, here's a golden rule we follow at FBL: Instead of asking 'Why?', ask 'Why not?' in every context.

Now, why shouldn't a door, a front door, be painted yellow?

‘Why not?’ is a question that you will constantly be encouraged to ask of anything we do at FBL. It is one of our four core values. It is a question that defines us and how we work here.

The yellow door champions this value by reminding you of it.

Every time you walk into office, every time you think of a project that you are leading at FBL, for one of our clients, think of the yellow door. Think of ‘Why not?’ as a way of looking at a solution to a client’s business challenge.

PS: OK, the door is painted yellow because we wanted to add a splash of bright color to our office space. Also, we asked ourselves, ‘Why should a door not be yellow?’ That question, in fact, reminded us of one of our core values.



# *the yellove way*



**Yellove** is not just a catchy phrase or idea that we came up with. It is an emotion. It reflects the spirit of life at FBL. It is born out of the collective energy and creativity of our tribe of firebrands.

**Yellove** is what makes us tick as a professional services firm. It is our constant endeavor to ask ‘Why not?’ that helps us come up with *fabulous* ideas for our clients. And it is the *brilliant* execution of these ideas by our *loveable* people that had helped us build an aura around Brand FBL.

**Yellove** captures the essence of our culture. The **Yellove** Way is the firebrand way. It is like no other. It makes FBL truly very, very special.

Legions of firebrands who have worked with us have told us that they have gained a lot through experiencing *life behind the yellow door*. They have all felt that it has been, well, transformational. Simply because being at FBL made them better human beings and high-performing, high-quality professionals. Give you a peek into life behind the yellow door.

***Making each day count at FBL requires that:***

- You know what being a firebrand means.
- You embrace the exciting, transformational *life behind the yellow door*.
- You live the **Yellove** Way.

# ***The firebrand labs story***

Our founder and CEO, Arvind Aathreya, is a first-generation entrepreneur.

Arvind believes he has been dyslexic from childhood. He barely scraped through high school. And he dropped out of college. Yet, he always had remarkable confidence in his own ability to execute whatever tasks he took up. This trait of his amply made up for his lack of academic qualifications. So, early on in his career, he worked in a few challenging corporate roles, tried his hand at launching a couple of businesses, and handled some meaty branding and marketing assignments as a consultant.

On October 9, 2009, Arvind set up FBL with a former colleague. He foresaw the digital age coming. He envisioned that FBL would be a professional services firm that offered branding, marketing and design services for the digital world. His partner soon quit. But Arvind has soldiered on as an entrepreneur, often against several odds, for 14 years now.

Now, pause here for just a moment. Dig into your onboarding kit. You will find your copy of ***‘fabulous. brilliant. loveable.’*** Schedule time



(about two hours) to read it. The book tells Arvind and FBL's story. It is the extraordinary story of an apparently ordinary entrepreneur and his intensely authentic enterprise.

FBL is remarkable not because we have revolutionized the space of branding, marketing and design with one grand, big, idea. We are remarkable because we have taken several ***fabulous*** creative ideas, one idea at a time, and executed them diligently and ***brilliantly*** for our clients. We have made execution excellence our mantra – for growth and value creation. We have delivered value consistently for 14 years to our clients. That's why we are ***loveable*** as people and as a firm.

The big idea at FBL is simply this: Exceptional, high-quality, on-time delivery, every single time to every client!

***Making each day count at FBL requires that you soak in this idea, that you make execution excellence your mantra too.***





## ***what we do at FBL***

The short answer:

***We use creativity to solve the problems that businesses face.***

The longer answer:

*We are a professional marketing advisory and services firm.*

We champion free-flowing creativity. We always ask ‘Why not?’ when attempting to solve business challenges for our clients. The ‘Why not?’ question always leads us to an answer that is at the heart of any creative idea and solution being proposed. This aggressive approach defines FBL’s identity and acts as its guiding light when we brilliantly execute our ideas and solutions for our clients.

Specifics of the longer answer:

- We come up with fabulous ideas that solves our clients' business problems.
- We are hugely creative. We create pathbreaking designs. Importantly, we create problem-solving designs. All our designs make our clients successful and their businesses profitable.
- FBL's core competence lies in digital branding, marketing and design. This competence has emerged from having developed and perfected a set of key capabilities: Competitor research, digital ad strategy, customer insight extrapolation and analytics, creative copywriting, brand design, social media management, social media design, web landing page design and development, and motion graphics.

- We combine our competency and capabilities to be our clients' extended marketing arm, their outsourced CMO. We are virtually their chief marketing officer and their marketing team.
- We ensure that whatever we create for our clients is delivered, as understood and conceived, on time, every single time.

Making each day count at FBL requires that you understand what we do, and then develop and sharpen your skills related to our core competency and capabilities. This means you have to be hungry to learn, lead and deliver seamlessly, consistently.

# why we do

# what we do at FBL

First, the short answer:

*Break up the two words in our name, firebrand labs.*

***firebrand:*** *A person who is very passionate about a particular cause.*

***labs a.k.a. laboratory:*** *A place for learning, experimentation and pushing the limits of human imagination and creativity.*

Now, we fundamentally believe that the reason we are in business is to do good. So we marry our passion of solving our clients' business problems with our creativity. And the outcome is this: ***fabulous*** ideas and ***brilliant*** execution. Every single time.

This is why we do what we do at FBL. This is also why we are ***loveable*** as people and as a firm!



Second, the important and longer answer:

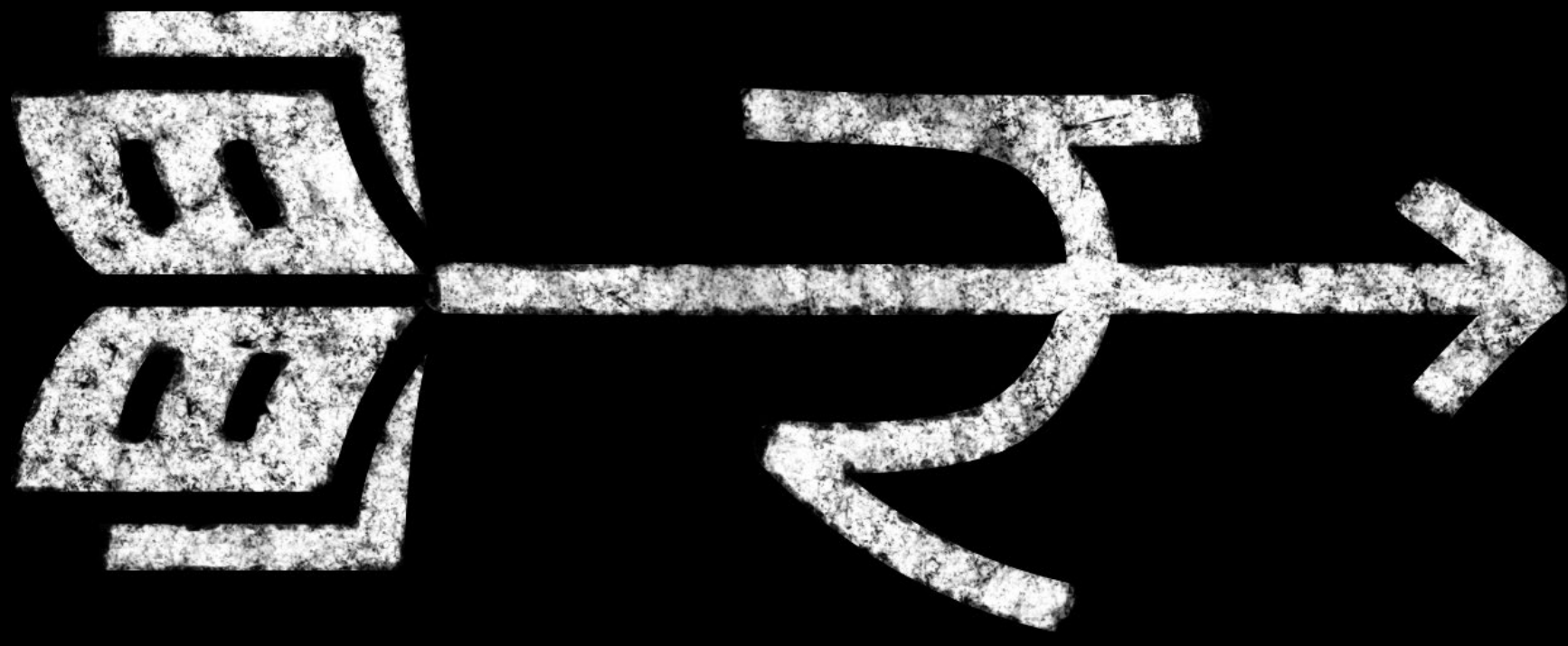
*We know what it takes to thrive in the world of business.*

*As a firm, we possess three mindsets.*

- 1. We constantly learn every day. From everything that we work on. That's our **learning mindset**.*
- 2. Every single action of ours is tied to growing – the client's business, our firm and, therefore, each of us too. That's the **growth mindset**.*
- 3. Whether it is a colleague or a client, we are always people-oriented. We always recognize the people who create, support and anchor the work we do. That's the **people mindset**.*

These mindsets guide everything that we do at FBL for our clients and for ourselves.





Life and operations at FBL rest on three important pillars that are built on the foundation of these mindsets:

***learn. earn. lead.***

These three words mean the world to us.

Firstly, we want you to learn daily, learn quickly and be a non-stop learner. For us to stay competitive as a firm, each firebrand must launch newer versions of themselves almost daily. We have to be agile. We have to be informed. We must read and we must explore newer horizons. We have to learn, unlearn, and relearn, 24x7.

Secondly, we ensure that anyone who works here earns a fair compensation while learning and delivering value to our clients. So salaries are paid on time each month. We value your time. And we believe that there is no free lunch.

Finally, each firebrand must lead well – very well. This means that you must manage client deliverables very efficiently. This calls for:

- Being truthful: Always say clearly what you can do or can't do. Own up mistakes, always!
- Being creative: Constantly come up with practical ideas that can help solve business challenges for clients.
- Being sharp with execution: Implement these ideas very, very, very well.
- Being on time, each time: Plan well. And always stick to client delivery deadlines.

***Making each day count at FBL means that you understand our 'why' very well. It means that you embrace our three mindsets and employ them to learn, earn and lead – daily.***



# ***Our four non-negotiable values***

## ***Why are values important?***

Values are an organization's guiding principles. They make up an organization's moral fabric. They are usually reflective of the principles that the founders hold dear to them. When organizations communicate their values efficiently, and when the leaders live by them without compromise, their people too practice them wholeheartedly. This is how a great culture that drives teamwork, excellence and high performance is built.

## ***Why we are fiercely uncompromising about our values at FBL:***

At FBL, our values are sacred to us. They define the **Yellove** Way. They are central to our culture and the way we work. This is why we are fiercely uncompromising about them.



# Our four values and how we live by them



## *1. why not?*

We practice this value by:

- Questioning the norm fearlessly.
- Exploring possibilities relentlessly.
- Picking up every new challenge enthusiastically.



## *2. take on Goliath.*

We practice this value by:

- Refusing to be intimidated by the size of what or who faces us.
- Not being limited by inhibitions.
- Being agile, nimble and sharp.
- Working around constraints intelligently, creatively and ethically.



### ***3. radically honest.***

We practice this value by:

- Never faffing or beating around the bush.
- Not compromising on quality or ethics.
- Always laying everything on the table, threadbare, giving all stakeholders a clear picture.



### ***4. intensely authentic.***

We practice this value by:

- Not following fads blindly.
- Celebrating originality and individuality.
- Nurturing the creative persona of each firebrand in the tribe.

Making each day count  
at FBL means that  
you align with and  
embrace these four  
values. Feel free to seek  
out Arvind or Arun  
and engage with them  
on understanding  
these values better.  
You will need that  
understanding to own  
these values, lead on  
them and live by them.  
It is by living our values  
daily that you can  
remain a firebrand.

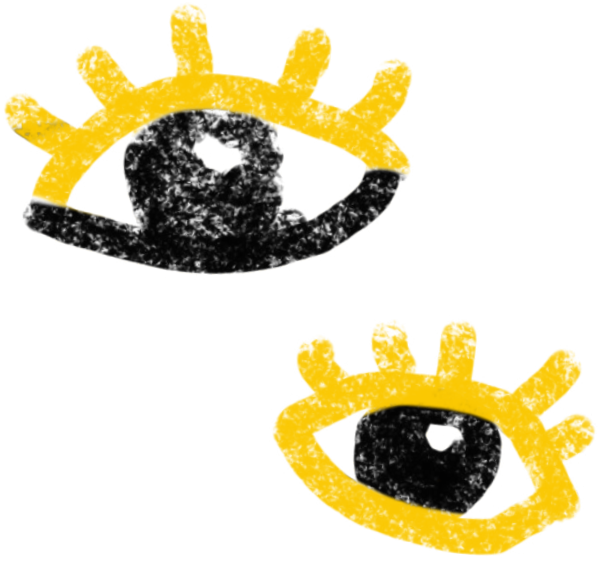
# ***living the yellove way***

The ***Yellove Way*** is all about putting our values to work every single day in everything that you do as a firebrand.

Here are six pointers and related behaviors to help you achieve this.



## ***1. stay curious.***



- Constantly, ceaselessly, look out for new ideas.
- Learn. Learn. Learn. Be a non-stop learner.
- Sometimes, patterns are not immediately visible. Connect the dots and discover new meanings.
- When you have found something new, or learned something new, share it!

## ***2. solve clients' business problems.***



- Define the client's problem statement.
- Think of a long-term solution using our competency and capabilities.
- Know the client's business inside out. Importantly, know how they make money. Only then can you anticipate a problem that their business may face and offer them a solution.
- If you have solved something, share it!

### ***3. ask questions.***



- Seek information and perspectives. Draw inspiration from the experiences of clients and colleagues. So, ask questions. Ask. Ask. Ask.
- Not just to be seen as asking questions, but to genuinely quench your thirst for information. And to add value to the conversations around you.
- Ask so that you gain deeper insight and get as much clarity as you can.

### ***4. seek and gracefully accept feedback.***



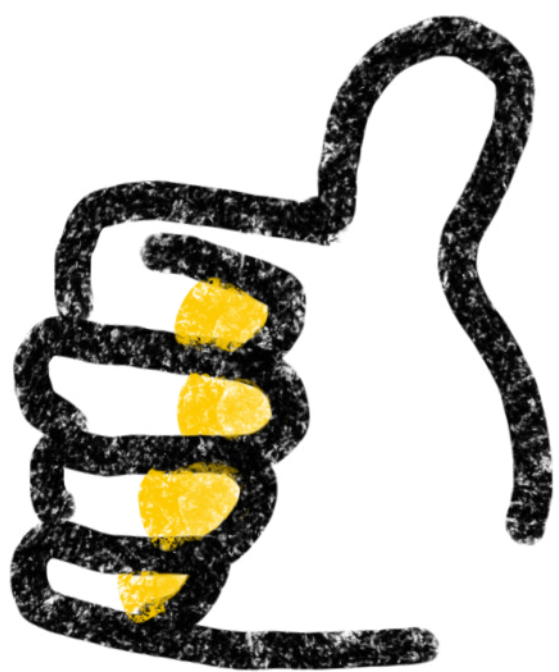
- All feedback is important. So accept it gracefully, constructively.
- Disagree if you must, but tell people why you disagree. Again, be constructive.
- Encourage conversations around feedback. Even if you disagree, close the loop before you end the conversation.

## ***5. offer feedback with grace and humility.***



- Always understand and set the context.
- Share your feedback with sound reasoning and logic.
- Offer feedback while proposing a creative solution to an existing problem.

## ***6. strive to be easy to work with.***



- Take responsibility and remain accountable for your actions.
- Take ownership and initiative to discuss client projects with other firebrands.
- Be someone that the team can count on. Their confidence will grow when they know you are responsive, reliable and responsible.
- Have fun at work, daily. Let your happiness show. And let it infect others!

***Making each day count at FBL means that you love the Yellove Way and you live it – daily.***



# ***your first 90 days*** ***at FBL***

*learn from Arvind and Arun.*

FBL is not a firm where the top management is inaccessible or unavailable. Both Arvind and Arun are hands-on leaders. They are down-to-earth folks who have come up the hard way. You can learn a lot from them, even from just watching them lead.

Arvind brings his legendary passion and aggression to work every day. He is a true leader who believes that no idea is of any use unless it is executed **brilliantly**. As an entrepreneur, he has grown and nurtured FBL to where it is today. He is a subject matter expert in the branding, marketing and design space. He saw the digital age coming early on and has led admirably to enable FBL to ride that growth wave. His leadership keeps FBL agile and sharply focused on creativity and execution excellence.



Arun heads design at FBL. He is FBL's longest-serving employee. He has been here for almost all of the firm's 14 years. He is quiet and measured. He's dogged and deeply passionate about who we are and what we do. He's a big champion of the Yellove Way and of how we *learn, earn* and *lead* at FBL. You can surely learn design from Arun. But you can also learn how to build and protect an organization's culture by living its values – daily.

### *how love manifests itself at FBL.*

We don't believe that love is a mushy, romantic feeling alone.

We believe that love is the force that binds the world together. It powers the universe.

At FBL, we are who we are because we love what we do, we love our clients and we love each other.

Therefore, we are honest, we are disciplined, we are responsible and we are accountable.

This is what makes us *loveable*. This is how we remain *loveable*.

This is how life behind the yellow door turns Yellove – how it is transforms into an emotional roller-coaster ride and is not just another job at yet another company!

### *why your first 90 days here are crucial.*

In 2022, in recognition of Arun's dedication, and with the idea of making the firm less centered on himself, Arvind made Arun an equity partner in FBL. It was indeed a significant moment for a small professional services firm that has had very humble origins.

It is Arvind's philosophy and vision as an entrepreneur that, over time, FBL must belong to more of those *loveable* people who continuously come up with *fabulous* ideas, and who go on to *brilliantly* execute those ideas, to help clients solve their business challenges through creativity.

While co-ownership may happen over time, your first 90 days here will be defining. They will help you understand the firm better. And will help us understand you too.

***You can make each day count at FBL by aligning with our culture and sharing our values. Once you do that diligently for the first 90 days, you place yourself in a new orbit of exciting growth opportunities – both personally and professionally.***

firebrand labs

[firebrandlabs.in](https://firebrandlabs.in)