

# BEING UPFRONT



## What does it mean to be “UPFRONT”?

To be honest from the beginning about a project that will affect you. Being direct, open & straightforward from the start of a project. To be unclear is to be unkind. To communicate clearly is to be kind.

## Why is this necessary?

To build expectations with our clients in regards to how we operate. This is to help foster a healthy & respectful relationship between you (the Client) & SYN3RGY Creative.

***We have your best interest in mind and being clear & straightforward from the beginning allows us to best serve you to reach the desired outcome.***

## BEING UPFRONT:

- You contracted us for our creative services. Creative services in which we provide & perform from our education, experience & expertise. Please, trust the process!
- Our relationship is on the basis of “Client / Agency”. The external, professional creative group you’re consulting and working with to reach a desired outcome.
- As professionals, we expect a high level respect & trust to perform our services in high standards. In return, you’ll often generate better results. Remember, that’s why you contracted us in the first place.
- Micro-Managing is a sign of a “bad client” or just bad business. It’s also a sign of the client not trusting us to do our job as we were hired to do as professionals. Actually, it doesn’t make sense & it’s disrespectful. For instance, you wouldn’t contract a plumber and then tell them how to do their job. So, we kindly ask you to please don’t do it to us and to allow us to do our job as a subject matter expert.
- A negative “Yes Sir” mentality is another sign of a “bad client” or just bad business. Meaning that just because the client “said it” means that we will ignore our experience & expertise to follow orders ... “yes sir, we will do it your way”. Remember, we don’t serve as your employees, but rather your trusted, contracted professionals. Please, trust the process!
- “Frankenstein-ing” is a common practice of a “bad client” or just bad business. This means for the client to merge multiple designs into one version despite the fact that they don’t form a coherent, consistent whole. A typical situation is to present design options to a client who asks to piece together a combination of features. While the originals each conveyed a unified message, the combination is a monstrous hodge-podge. Believe us when we say that a lot of thought, reasoning, research, strategy & even experimenting went into the decisions made for the outcome of the project. This could be applied to any service we offer.

***Now don’t get us wrong, you will still be part of the process & your constructive input is valued. We just ask you to please do it respectfully & professionally.***

## SYN3RGY CREATIVE GROUP

7925 N. Hudson Ave. Suite E, Oklahoma City, OK 73114 | Mail: P.O. Box 3004, Oklahoma City, OK 73101

SYN3RGYCreative.com | info@SYN3RGYCreative.com | 405.265.5811