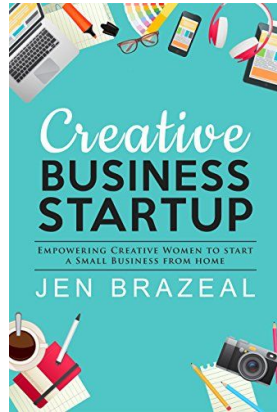
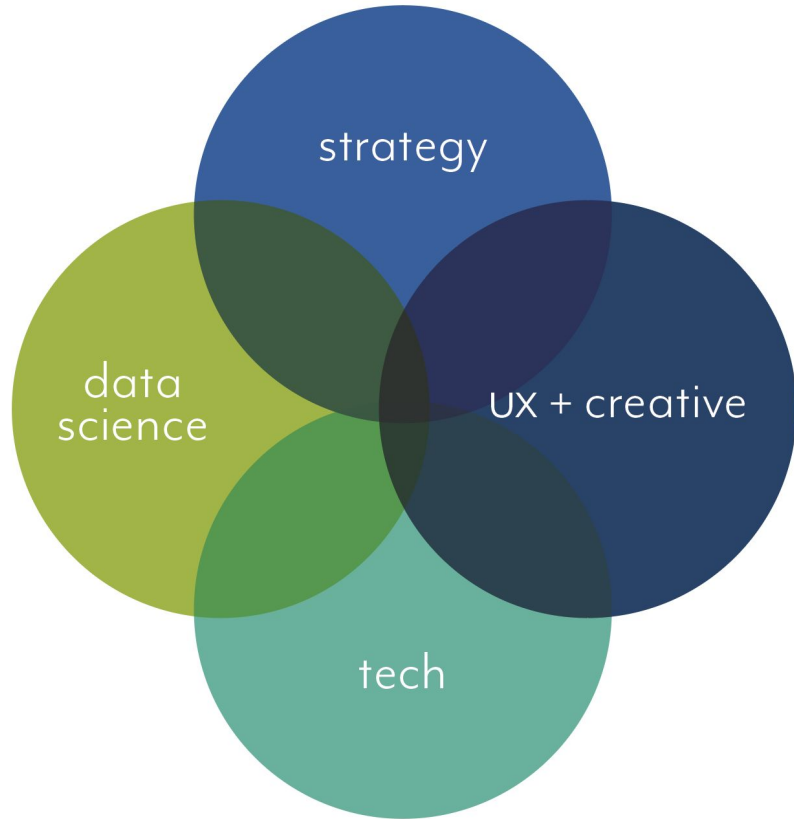


Leading by example – It's only half the battle

DrupalCon 2020 by Sandy Marsico, CEO of Sandstorm®

From humble beginnings...





Sandstorm today:

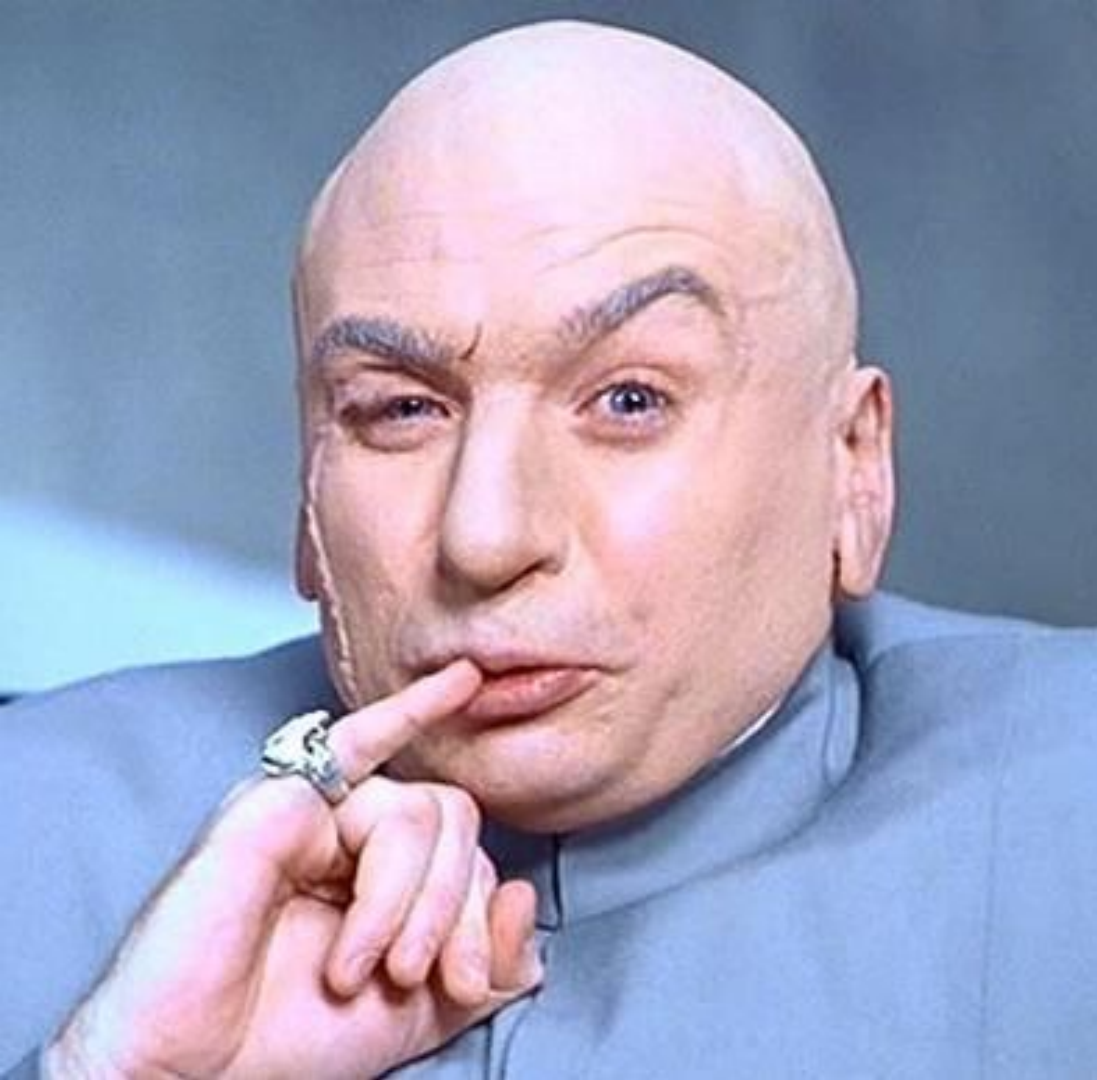
- + Digital creative agency
- + Drupal Acquia certified
- + Enterprise-level Drupal dev team since Drupal 6
- + 3,400 hours of UX research
- + Onsite usability lab
- + Featured on CNBC, Fortune, Inc 5000, 101 Best Places to Work





**A SMOOTH SEA
NEVER MADE A
SKILLED SAILOR.**

FRANKLIN D. ROOSEVELT



DEAR BOSS,

I QUIT!

The Google logo is centered at the top of the page. It consists of the word "Google" in its signature multi-colored font: 'G' is blue, 'o' is red, 'o' is yellow, 'g' is blue, 'l' is green, and 'e' is red.

conflict resolution in the workplace



Google Search

I'm Feeling Lucky

LESSON #1

Step up and speak up.
You are what you
tolerate.



ARMSTRONG
ts, at Paris,
he American
their awards,
or claimants,
ged, and some
t of 25 per
their claims
ive on.
RON had re-
of Italy and
fail for the
at Paris, he
perial BONA-
received the
box, elegant-
5,000 francs,
a flattering
's order, ex-
frien ship,
ee, a ounce
2019, Com-
Flotilla at

the town of *Shapleigh* is exclusively de-
mocratic.—Its *selectmen* and *town-clerk* are all de-
mocrats. The *Constitution* requires, that the *Sele-*
men shall transmit the return to the Sheriff of the
county; or cause it to be made at the office of the
Secretary of the Commonwealth.—They did not
transmit it to the Sheriff; they sent the return,
unequestionably by some good democrat—to the of-
fice in *Boston*;—where it was received by the Sec-
retary has attested—in its *original* *condition*.—It was
sealed *with* *bands*.—It was democrats, the *seal*, who took the
original seal, altered the figures, revealed it; and
sent it on to the office. This *big-banded* *measure*
probably was intended to affect the election of
Senators of the county of *York*; by the democrats;
and they have fallen into the pitfall, having done so
others; for if they had permitted the original re-
turn to have been made, it might probably have been
democratic Lieutenant-Governor would have been
chosen by the people.

The Federal Republicans in various parts of the
United States, are making arrangements for the cele-
bration of the approaching anniversary of American
Independence; in the splendid style, they have
many years been accustomed to, and which

THAT'S NOT
MY JOB.

species on board.—Spoke, May 14, in
lon. 41, brig Joseph, Carver, of Plymouth
fr. Boston for Bilboa. In lat. 42 to 44, is
55, fell in with large quantities of ice.
lat. 41, 52, lon. 62, spoke brig Union,
days from Marblehead for Copenhagen.
lat. 41, 53, lon. 64, 30, spoke ship Welles
26 days from Lisbon for Salem; and ship
Hall, 4 days from Boston for Leghorn.
Left at Malaga, the Orlando, for N. Y.
vice for Boston; Polly, of Edgartown, for
to sail next day; Polly, of Charleston;
for Boston; Hart, for do.; Yorick, of N
port, at quarantine.
At Gibraltar, U. S. brig Syren; the Da
York, just ar. leaky; Rebecca, Davis,
Abeona, of Provi.; Jane & Maria, of N.
Bathy, Barnes, Box; Endeavor, Salem.
into sailed 2 days before for Leghorn.
Sailed in co. Traveller, of Newburyport,
folk; and Charles, Rogers, for Gloucester
R. was from Malaga; previous to his ar
was boarded from an Algerine cruiser
ceived much abuse.
The Eliza, has a cargo of wine, fruit, &c.
D. Howe.
* Ship Welles, sailed April 28, in co.
Hiram Hooper, left the Mass.



**BEST COMPANIES
TO WORK FOR**

LESSON #2

Learn what is important to your team.



can master tasks
and prove it

aligning work with
personal aspirations

supportive
& cared for

share knowledge
and mentor

felt valued,
heartfelt
connection

unexpected
cash bonuses

people around
a mission

quiet spaces

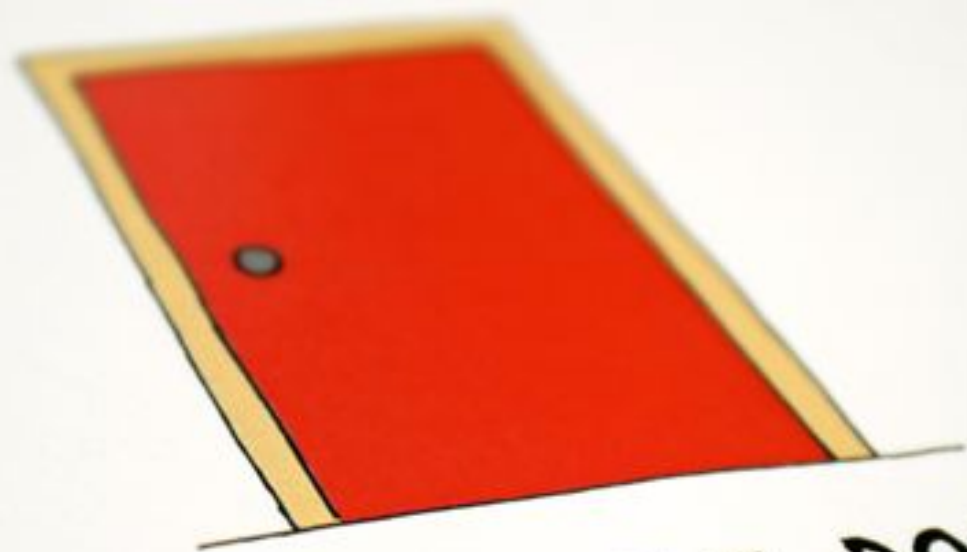
group lunches



LESSON #3

Establish ground rules. Write them down.





DON'T LET THE DOOR HIT
YOU ON THE WAY OUT.



NO DRAMA
LLAMA

HOW TO BE A SANDSTORMER

[Our core values](#)

[Working together – our code of conduct](#)

[How PTO works](#)

[Tracking time off](#)


[Client response times](#)



Client Response Times

During a regular workday (versus a day off, holiday, etc) you are expected to respond to a client's email within 2-4 hours as often as possible, with the Sandstorm way being that you always respond the SAME day that they sent the email at the very least. This response time is a key value to working with Sandstorm, and creates the best client experience. Agencies are notorious for being email black holes, and Sandstorm will never be like the other Agencies.

(Of course, if they email you at night, assume the following workday for your reply.)





Fridge Clean Up

The fridge will be policed by our Front Desk Admin.

They are not going to do your dishes. Every Friday the fridge is cleaned out. If you want something saved, put a big note on it not to throw it away. Please don't eat each other's food unless you ask first.

Don't leave dishes in the sink please.






Spell Check and Proofreading

EVERYTHING in writing that comes from Sandstorm must be spell checked and proofread. This includes ANY and ALL email (internal emails, email to clients, vendors, prospects, etc), Facebook posts, tweets, texts, blogs, comments, client deliverables, creative concepts, reports, protocols, surveys, etc. ANYTHING with words must be spell checked and proofread.

Take a moment and read that again. Take your time, check your work. Review. Repeat.





Answering the Phone

Example ways to answer the phone:

“Hello, Sandstorm! This is name.”

“It’s a great day here at Sandstorm! This is name.”

“Happy [day of the week] at Sandstorm! This is name.”

An incoming call should NEVER go to voicemail during office hours.



LESSON #4

Define your
values to work
by, hire by and
live by



There's nothing more powerful
than a humble person with a
warrior spirit who is driven
by a bigger purpose



Be Curious

Our lifelong learners have conducted **3,400+ hours** of in-depth interviews and usability studies. And every Sandstormer gets **\$1,000** each year toward pursuing their own professional development.





you rock!

Team NMMA - Max, Mel, Eric, Joe and Kathleen,

Thank you for all your hard work on the Acquia Discover Boating site. We're near the finish line, you got this!

You Rock!
Amanda

Brace yourself



Boat show season is coming





**YOU
ROCK!**

**ANDY,
Amazing work on the Federal
Reserve dev project! Don't tell
anyone we can build an
interactive experience that
fast. - NATHAN**



janna you rock!

Thank you for bringing your **creative and inspiring vision** to everything you do!

Your UX skills and design thinking helps us solve complex problems and develop intuitive solutions.

- Alma



You ROCK! Max

For turning around
your Drupal dev
tickets around so fast
...pretty sure I got
whiplash.

- Nick



Our greatest glory is not in never
falling, but in rising every time
we fall. **#warriorspirit**





Let's connect :)

Sandy Marsico, CEO

Sandstorm®

773.348.4200 x121

sandy@sandstormdesign.com

 @sandymarsico

slides: sandstormdesign.com/dc2020-leadership

sandstorm™



DrupalCon GLOBAL

The Open Source Digital Experience Conference

ONLINE EVERYWHERE

2020 JULY 14-17