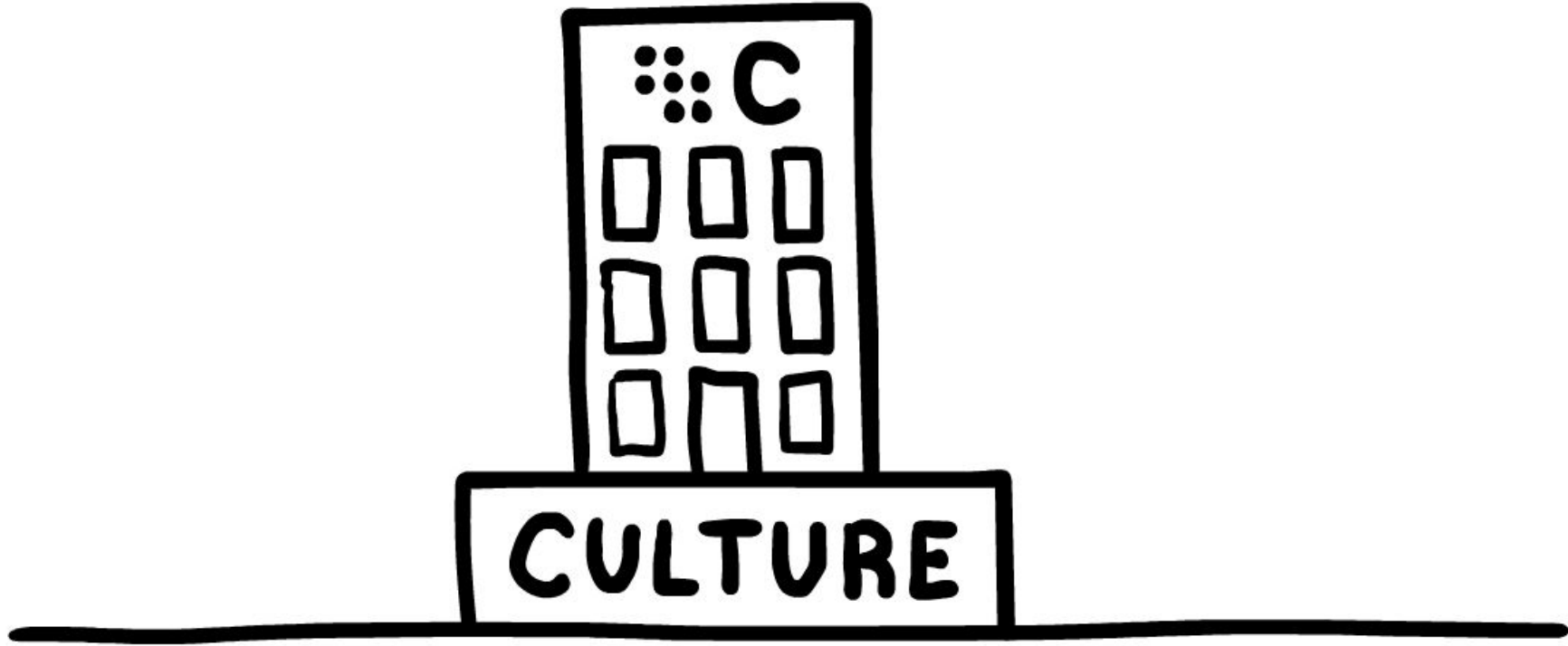




# Conductor Future of Work Plan



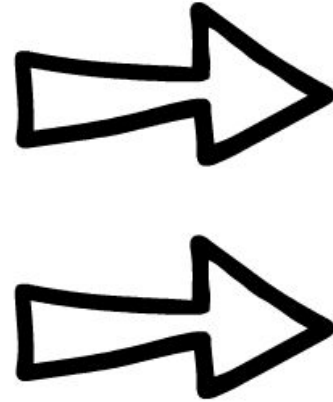
**For many companies, culture is important,  
for Conductor it's SUPER important.**



# One Company. Two Missions.

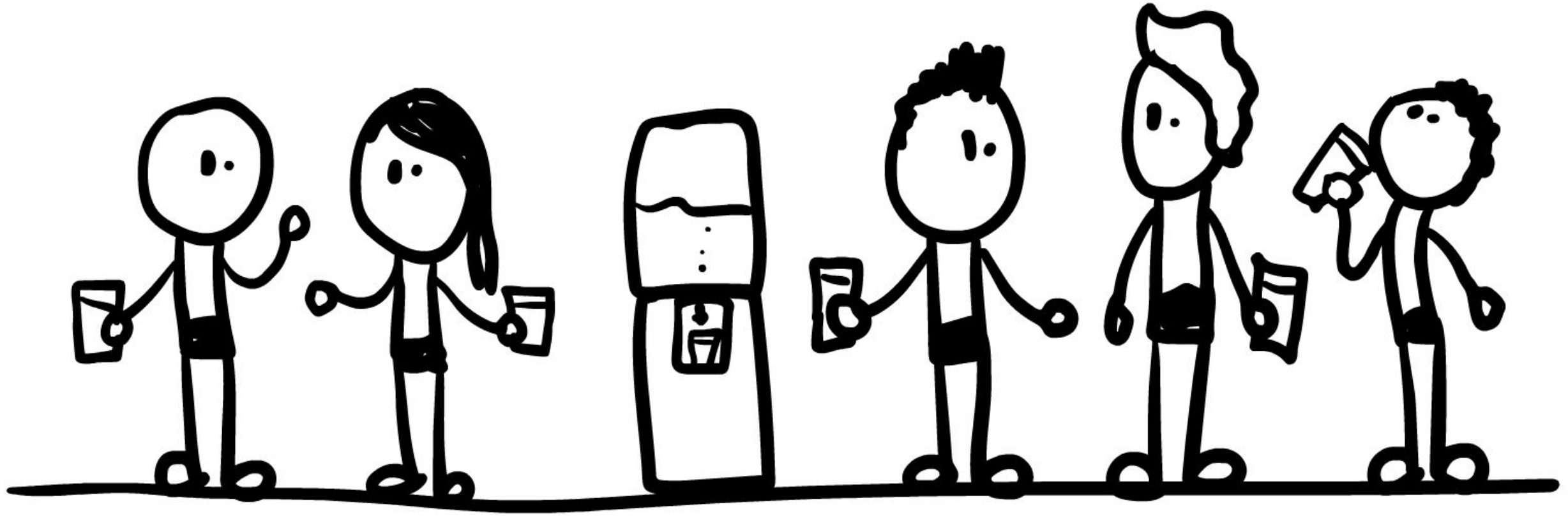


**Transform the  
workplace into  
a force that  
helps people  
grow**



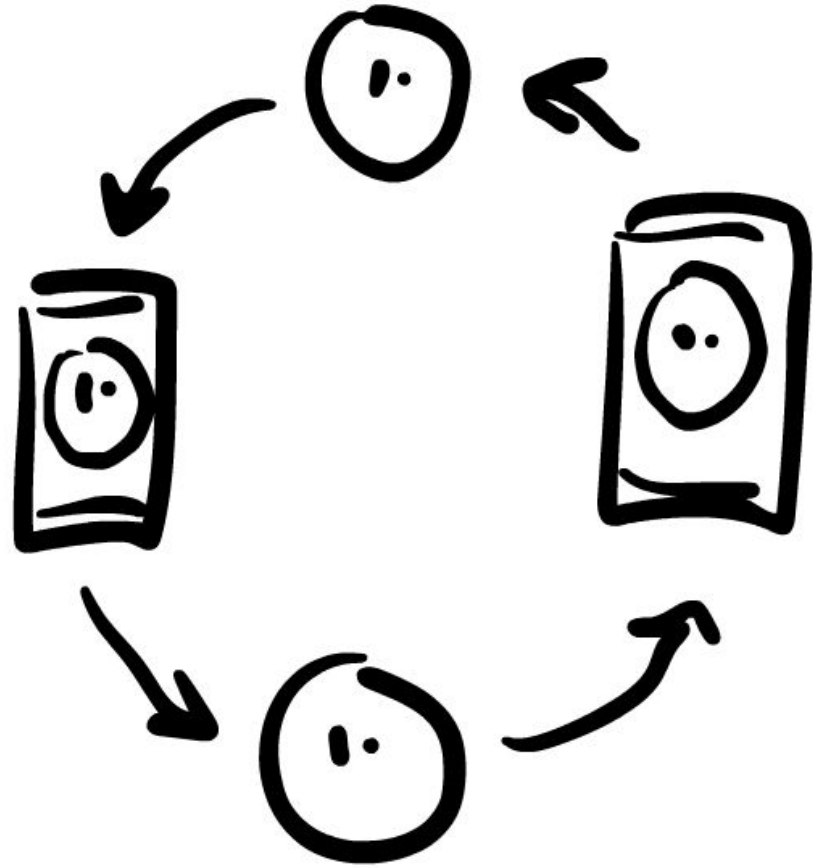
**Empower brands  
to transform  
marketing into a  
force for helping  
people.**

# Resilience Is Built Through Genuine Bonds



# Culture is a Product

We need to test and iterate,  
it may not be permanent

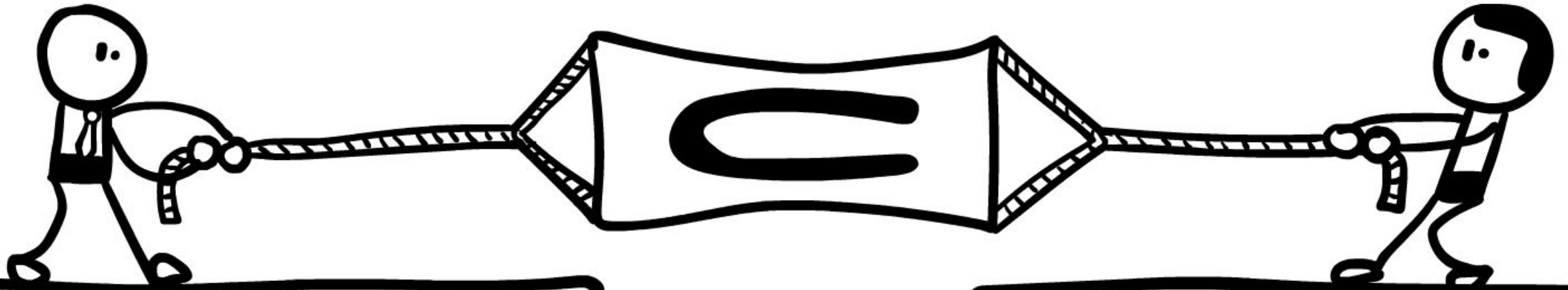




Making this plan is very  
hard

# Complexity to this decision making

What's best for the individual vs. collective group is not always the same.

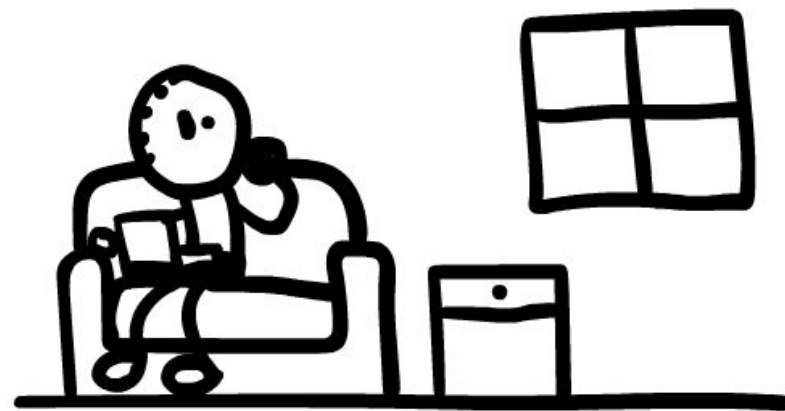


**The collective group**

**The individual**



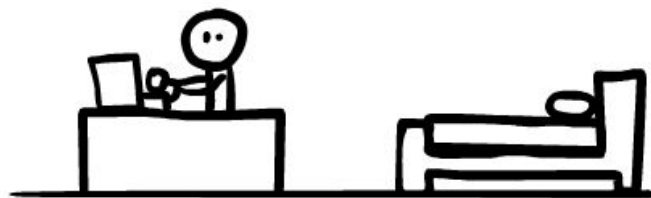
**I want to be back in  
the office**



**I want to be  
in my house**

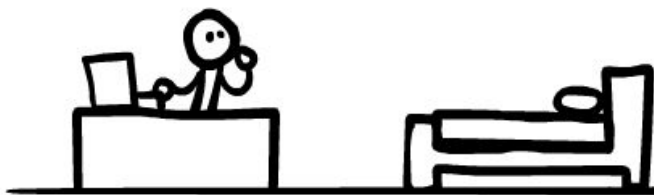


**WFH is fine, I'm good!**



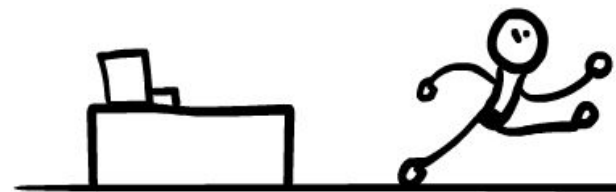
6 mo.

**I don't want to be in my house anymore.**



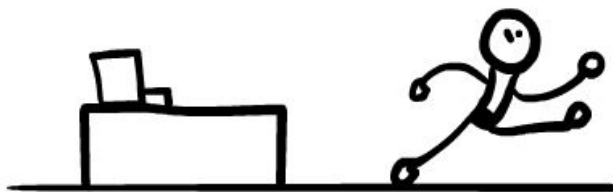
12 mo.

**GET ME OUT OF HERE!**



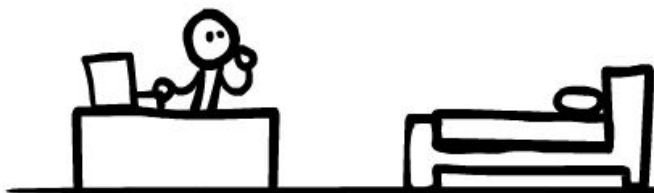
18 mo.

**GET ME OUT OF HERE!**



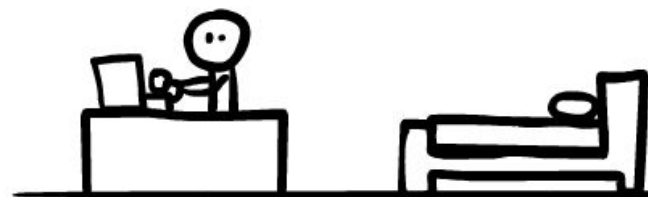
6 mo.

**I don't want to be in my house anymore.**



12 mo.

**WFH is fine, I'm good!**



18 mo.

# People Have Different Living Situations



**Beautiful home  
office**



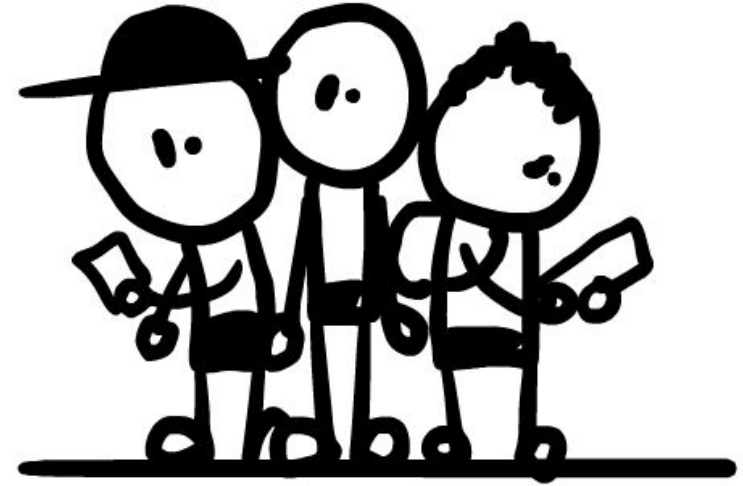
**Nowhere to  
work at home**

**“There is not enough space for me and my roommate to effectively split our workspaces.” - Conductor**

# People Have Different Preferences

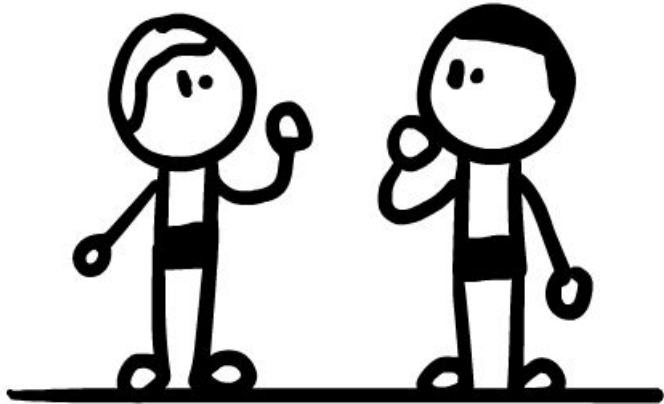


**I enjoy my  
commute**

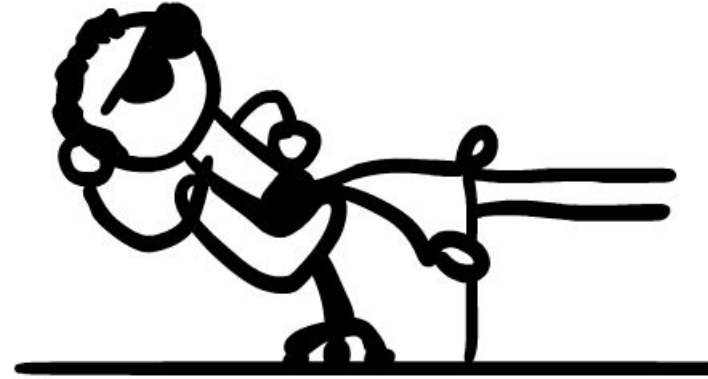


**I hate my  
commute**

# People Have Different Stages in Career

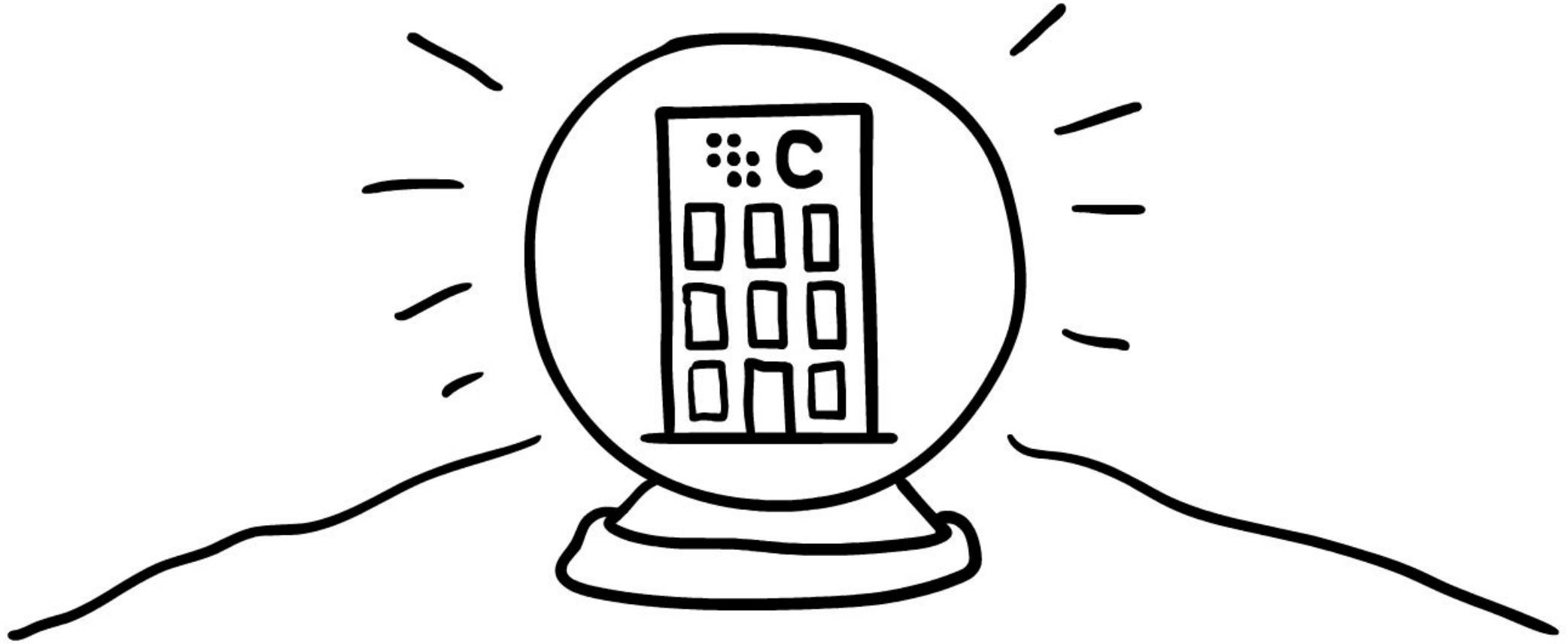


**I need  
mentorship  
I need a network.**



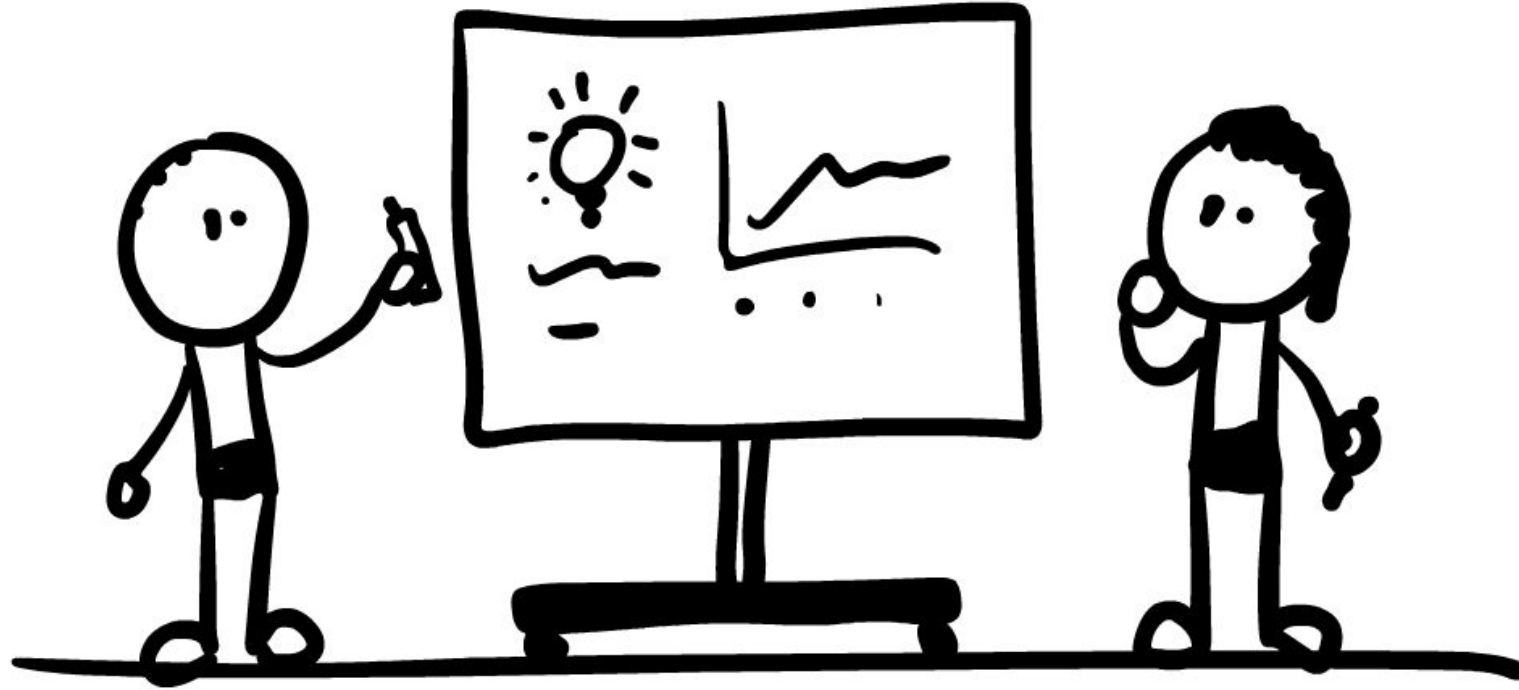
**I'm seasoned  
in my career**

# The Future of Work for Conductor - V1





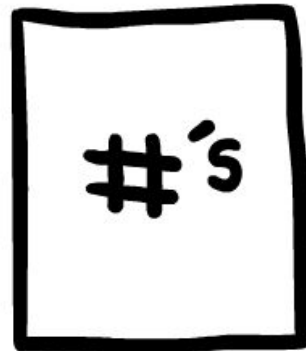
# 4 Key Principles



**In-Person interaction is essential to build our culture.  
Culture is essential for our success.**



Productivity



Outputs

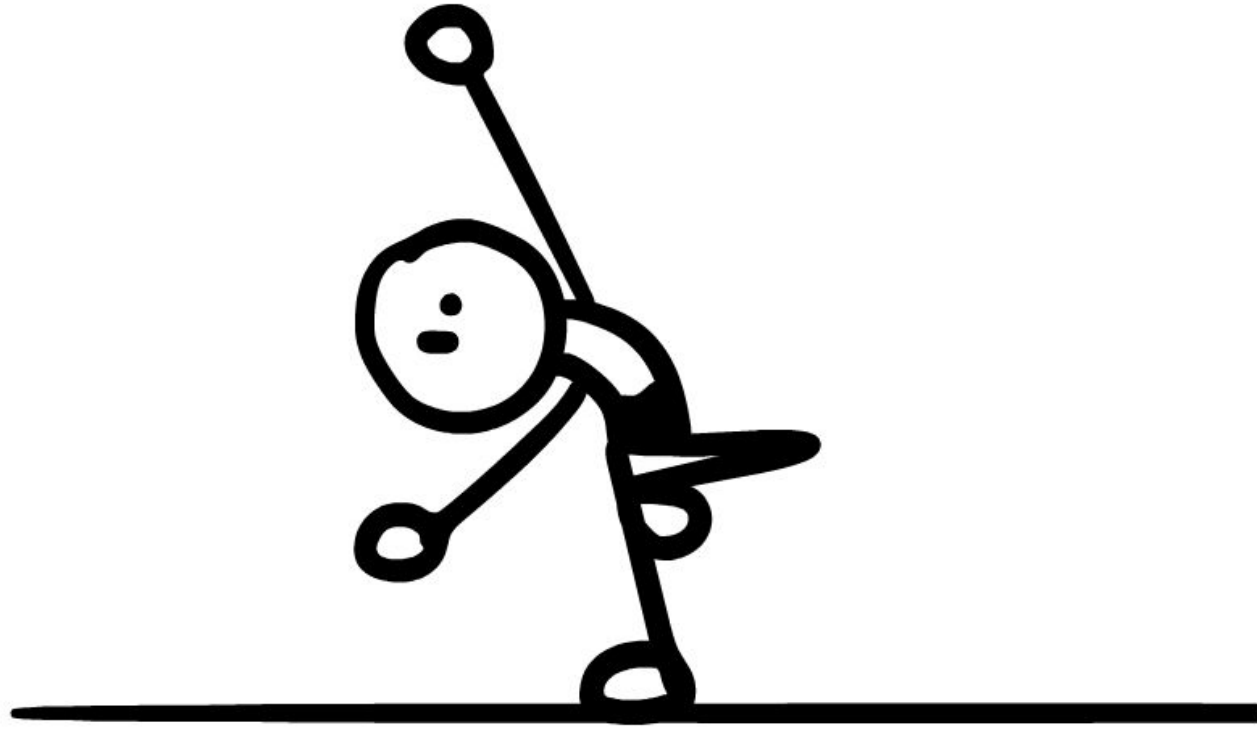


Results



**Performance is measured through output and results,  
not through facetime and hours clocked**





**Flexibility creates more balance for people.  
More balanced people perform better over time.**



**Culture Supersedes Efficiency.**

# Office Centric Hybrid Model V1

All Conductor non-R&D employees

**Tuesday  
Wednesday  
Thursday**

**In Office**

**Monday  
Friday**

**Work from  
anywhere**

**NYC only at this time**



\*Work from anywhere days will not be eligible to those who are underperforming in their roles.

# Introducing Two YOLO Months To Work Anywhere



**MARCH,  
2022**



**AUGUST,  
2022**

\*The NYC HQ offices will be open for those who want to go to an office.



**ANNUAL**

# Global Summit in NY

# Culture is a Product

We need to test and iterate,  
it may not be permanent

