



WELCOME

A GUIDE FOR EMPLOYEES

Introduction

Semantia was established by Luce Chandon in 1994 as a specialist software development and consulting company. Building ground breaking software and technology solutions.

In 2001, we began engaging with larger B2B industrial companies; architecting massive systems and providing specialist consulting to some of Australia's most recognised organisations - including Coles, CSL, Toll and World Vision.

As the needs of our clients changed, so did the offerings of Semantia. In 2011, we expanded our capabilities with marketing automation, web integration and technical SEO services under the Conversion Leadership brand.

In 2016, after building an Excel SaaS calculation engine to solve a Client problem, we released it publicly as Calc123. This was the first of a number SaaS solutions developed by Semantia and productised to solve common problems within the online business community.

Our range of services and solutions continues to change and grow to meet the constantly evolving world of online business and digital spaces.

Our Industry

Semantia operates in a fast-growth, high-paced services sector where commerce, communications, SaaS systems and automation are brought together to streamline and accelerate business growth.

In this environment, the best way for us to differentiate ourselves is through the creativity and commitment of our **PEOPLE**.

Everyone, from the people who sell our professional services to the designers and developers that build ground-breaking, client "wow"-ing solutions, make Semantia an exceptional company in our industry.



What Semantia Does

Software Development

POC and Prototype Software

AI & Genetic Algorithms

Real-time Data Exchange

Web App Development

App Infrastructure Support & Maintenance

Technology Integration

SaaS Development & Integration

Autonomous Intelligent Agent-based Integration

IT Consulting

Software Architecture Consulting

Virtual CTO Advisers



Our Challenge

As our market sector matures and SaaS, apps and automation become a strategic part of our clients' business, our challenge is to be:

- Big enough to be RESPONSIBLE
- Small enough to be RESPONSIVE



Semantia Brands

make IT happen
semantia




Conversion**Leadership**®



 **Calc123**

ezumi

Our Mission

To build innovative
ground-breaking TECHNOLOGY
that delights and inspires





Our Philosophy

To genuinely take care of our:

-  Clients
-  Staff
-  Partners

... or someone else will.

Our Facilities

We are proud of our company facilities and the resources available to our clients, staff and partners, so we always keep them in mint condition.





Our Managers

Managers are nice people who have experience and knowledge that you can use to help you do your job better.

They are an additional resource to help facilitate dealing with clients and your professional development.



Our Mantras

Fail Forward Fast

Everything is Negotiable

Ask 6 Times for Exactly What You Want

We Take Care of Our Clients

We take care of our clients by providing:

- Prompt responses
- Accurate information
- World-class solutions
- Ideas and suggestions for new business opportunities

... and we never keep clients in the dark.

We Take Care of Our Staff

We take care of our people by:

- Listening to their input
- Providing a safe and professional workplace
- Helping to ensure a high level of job satisfaction
- Facilitating further learning and career development
- Rewarding exceptional performance
- Honouring the excellence of individuals

We Take Care of Our Partners

We take care of our partners by:

- Paying on time
- Treating partners with courtesy and respect
- Promoting their business, products and services
- Supporting them as well as they do

10,000 Hours

We encourage the pursuit of excellence and mastery.

To arrive at mastery in a cognitive rich domain requires 10,000 hours of deliberate practice.

Deliberate practice is working just beyond our existing capability - stretching, failing, getting feedback regularly and then going again. What we call "Failing Forward Fast".

13 Rules for Job Success at Semantia

At Semantia, there are many ways of assessing your contribution and coming up with appropriate ways of rewarding you for your work. So it might sometimes seem difficult for you to assess how well you might be doing in your job.

These 13 Rules for Job Success are a guide for helping you achieve personal success in your work at Semantia.

RULE 1

Be a Fixer, Not a Finger Pointer

Semantia needs people who can take care of problems, not merely point them out.

Instead of being a finger pointer, and rather than trying to single out someone to blame, take ownership of problems and be a solutions provider.

RULE 2

Bring Your Smarts

Companies can't stop the world from changing:

- Smart companies change before they have to
- Lucky companies manage to adjust when push comes to shove
- The rest lose out and become history

Semantia asks you to bring your ideas, courage, skills, leadership, enthusiasm, flexibility and smarts to everything you do.

RULE 3

Speed Up

Slow kills all companies.

As you achieve mastery, your ability to work faster, smarter and to greater levels of excellence increases.

Semantia needs people who use mastery to automate, accelerate and leverage momentum to achieve great things.

RULE 4

Be a Quick Change Artist

Resistance to change is always a dead-end street - for a company as well as a career.

Semantia asks you to take personal responsibility for adapting to change; just like you would if you accepted a job with a new employer.

RULE 5

Commit Fully to Your Career

Semantia expects more from you because the marketplace is demanding far more these days from the company itself.

In today's world, career success belongs to the committed, those who work to stand out from the herd, who invest themselves passionately in their jobs and who recommit quickly when change reshapes their work.

RULE 6

Stay in School

It doesn't take long for skills and knowledge to become outdated in a fast-changing world.

Semantia wants you to protect your career and take personal responsibility for continuing your education.

RULE 7

Act Like You're in Business for Yourself

Semantia wants you to act like an owner.

Consider how you personally can help cut costs, serve clients better, improve productivity and innovate.

Constantly think in terms of commercial success, how you and your group can add directly to the financial health of the company.

RULE 8

Accept Ambiguity and Uncertainty

Careers paths have become less certain and more unpredictable in almost every field.

Being faced with new expectations and shifting priorities is the new normal.

Your ability to tolerate and embrace ambiguity and uncertainty will stand as a critical skill, at Semantia and elsewhere.

RULE 9

Hold Yourself Accountable for Outcomes

In Semantia, responsibility, power and authority flow to all levels of staff. For this to continue working, you too must stand accountable for your results.

Personal accountability for results gives you the opportunity to make Semantia and yourself successful.

RULE 10

The Service Centre That is You

Semantia cannot guarantee job security; only our clients can do that.

The better you serve clients, the better you protect your career.

Find out what your clients need, what it takes to please them and how you can help to contribute to their success.

RULE 11

Add Value

Make sure you contribute more than you cost – make a difference and add enough value so that everyone can see that something very important would be missing if you were gone.

It is your contribution that counts – not the hours or years you put in.

RULE 12

Manage Your Morale

When we stand personally responsible for our own attitudes, emotions and thoughts, we are all much better off.

Our people are entrusted to manage their own morale and contribute harmoniously to great teamwork.

RULE 13

Practice Kaizen

Kaizen means continuous improvement and is important for creating a strong company that is always getting better.

A company can't improve unless its people do.

A strong company is best suited to protecting your career because if it keeps getting better and better in the way it does business, it means your future usually gets brighter.

Administrivia

Expenses

This company is your company.

Just pretend that the company's money you are spending is your own.

Fill in your expense account so it won't embarrass you if it were to become common knowledge.

Hiring

People join Semantia to add value to our company and the world ... they join because they possess two fundamental characteristics:

- An attitude of curiosity and learning
- An ability to put what they learn into practice

Firing

We believe, that when you stop having ideas, are unable to contribute to other people's ideas, start to rely on others, shirk responsibility or simply lack enthusiasm, you are ready to move on.

So if we notice things like this, we ask them to tell us when they no longer want to be part of the company. Because having the right Attitude to meet the requirements of our Company Philosophy is as essential for your wellbeing as it is for us.

Concerns & Complaints

Speak out when something is wrong. Things can be solved quickly when others know that a problem exists.

We trust you to address problems on your own in the moment wherever you can. For things you can't handle alone we expect you to ask for advice and support from your Manager, who will step up to assist.

Questions?

This Welcome Guide is intended to give you a general introduction and point of reference for working at Semantia.

It is far from a complete resource - for example it doesn't explain any of our systems or processes. So you probably have a few questions.

That's where your Manager, your team mates and anyone else working at Semantia will give you assistance.

Just ask.