

# The Beecker Way

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by Alexander Rozinsky



## **Introduction**

## What is The Beecker Way?

The Beecker Way has existed for as long as the company has.

Long before it was made into a book, The Beecker Way was used as a catchphrase among the very few people that comprised Beecker Consulting in the beginning. This was long before the company became BeeckerCo, as well.

Even in those early days, The Beecker Way was synonym of how we did things at the company and what made us different from other companies that provided similar services. It described how we worked on an everyday basis. It comprised our best practices supported by the documents we shared on our online platform, and it was also a compendium of our mistakes. Up to this day, people at BeeckerCo can still be heard to say: “it’s the Beecker way” when referring to a task that must be done in a certain manner to ensure quality.

The Beecker Way is also the embodiment of our culture as a company: the way in which we interact, how we treat each other, the way we care for each other, and how we contribute to a good work environment, each and every day, with respect and equity.

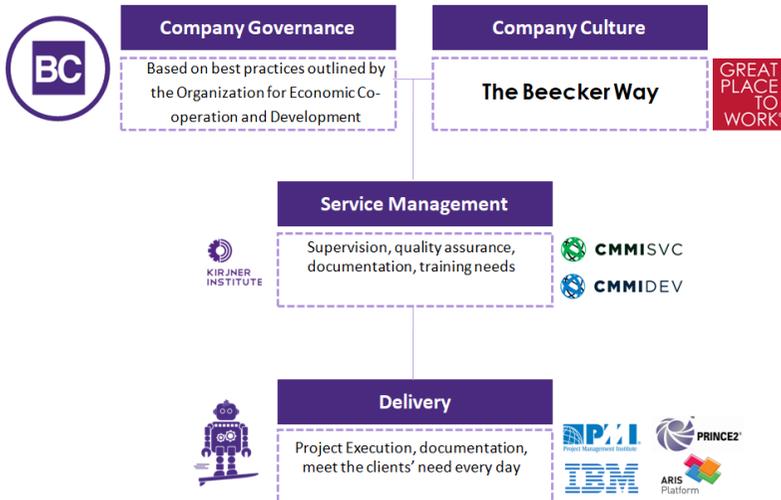
Above all, and including all of the above, The Beecker Way is the cornerstone of a managing model based on culture, tools and industry knowledge. This management model was years in the making, and it is the way the company is managed as of 2017, having come a long way from being a handful of consultants to a company with over a hundred members and the intention of becoming a company with an IPO within the next five years.

Understanding this model calls for some of what is commonly dubbed out-of-the-box-thinking. This will not be the last time this book will require some mind-stretching. A particular brand of lateral thinking is also part of The Beecker Way, as you will discover in later chapters.

## THE BEECKER WAY

In this management model BeeckerCo is built upon, first we have the delivery level; those that execute projects for the client. They use the tools and methodologies each client and specific project may need, and they document everything as required by the level above, which is the service management level.

The service management level oversees quality assurance, assesses training needs (which are met by BeeckerCo's academic branch), and documents everything based on CMMI methodologies as required by the level above, which is the Governance level.



The Governance level is divided into two key components. The first component is the governance of the company itself, which is the most recent addition to the company structure. It is a governance system which intends to comply with the best practices outlined by the Organization for Economic Co-operation and Development (OECD), comprising boards and committees that regulate the strategy and operation of the company. This strategy stems from the second component: the company culture. The Beecker Way is the expression of the company culture, and permeates every level of the operation, regulating the tools and methodologies that are to be used and outlining the expected behavior of its members.

A person who is acquainted with the culture of the company, the tools that are used and knowledge of the industry will have a clear map of what the company looks like, and will be able to represent the company at any level. They will be ready, if they so wish, to participate in the future of BeeckerCo.

This book will narrate the history of the company. It will show the company's values –the values that have earned us a Great Place to Work certification– and illustrate how social responsibility and personal development are an inseparable part of our culture. It will describe our products and services and outline how they fit in the overall strategy, intending to contribute to the market and to the development of society at large. It will also state how a member of BeeckerCo is expected to work in order to ensure quality, and explain how this makes us unique in the market.

How can a start-up, in less than five years, become a niche market leader that employs over one hundred employees in offices in three countries, laying the groundwork for a thousand employees and over one hundred million dollars in sales? It can be done by having a unique company culture in the industry. That company culture is the Beecker Way.

## THE BEECKER WAY

This book is key to understanding that culture, and the company's strategy and values. What started as a catch-phrase has become the core of the company, and this book is the embodiment of that.

Without further ado, we invite you to enter the Beecker Way.

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