



Duck Directives

At Soap, we know that challenges, setbacks, and moments of doubt are inevitable. That's why we created the Duck Directives, seven guiding principles to turn to when things feel tough, purpose feels distant, or you need a reminder of what we stand for. These aren't just words; they're the backbone of how we work, grow, and succeed together.

01. Grit Drives Growth

Challenges aren't roadblocks; they're launchpads for growth. When faced with uncertainty, we see opportunity. We push forward, adapt fast, and innovate constantly. If success were easy, Soap wouldn't exist. We rise as a team, turning setbacks into breakthroughs and making things happen when others hesitate.

02. Results Matter, Processes Support

We are defined by our results. Processes give us structure, but they exist to serve us, not to limit us. Bold ideas and creative thinking fuel our momentum, while strong systems help us bring them to life. It's the balance of both that drives our success.

03. Accountability Builds Excellence

Excellence isn't an accident, it's a choice. We take ownership of everything we do, holding ourselves and each other to the highest standards. At Soap, promises are kept, goals are exceeded, and every action is intentional. Our work has an impact because we demand the best from ourselves.

04. Your Job Isn't Done Until the Job Is Done

Mediocrity has no place here. Every insight, every project, every piece of work must be meaningful, actionable, and drive real impact. Details matter. Precision matters. We don't settle for "good enough" because our work speaks for itself - delivering value, setting trends, and shaping the industry.

05. There's No Place for Bullshit

Integrity is our foundation. Transparency, honesty, and truth - always. We don't bend facts or sugarcoat reality. Data is our compass, and accuracy is non-negotiable. We tell it like it is - celebrating wins, owning setbacks, and working side by side with our clients to find solutions. Trust is earned through honesty, and at Soap, that trust between each other and our clients is the foundation of everything we do.

06. Aim for the Root if You Want to Kill the Weeds

Surface-level solutions don't cut it. We dig deep, use data, and collaborate to find the real cause of a problem. We think like our clients, their customers, and their industries, solving challenges at the source, not just treating symptoms.

07. Own Your Role, Enjoy the Ride

We take pride in our work. But success isn't just about hard work, it's about bringing energy and joy to what we do. Soap is a place where passion, performance, and balance go hand in hand.

