



Job Title: Gary's Talent
House: House of Gaz
Reports To: Gary Penn
Approved By: Gary Penn
Date: 12th November 2008

Summary

We like to think of "Gary's House" as the soul of Denki. We make original games the way Denki's meant to make them. We make games that are SO Denki – games that entertain AND inspire people. We call this "The Denki Difference".

"The Denki Difference" breaks down into three key parts that we should all appreciate and uphold:

- Core Values. What we believe in; our culture as clarified by Denki people.
- The Way. We do things differently and effectively.
- The End. We are judged by results and the Denki Difference must be clear.

Think of yourself as Gary's Talent. You bring a range of specialist skills and experiences including programming, visual, design and test.

Gary Penn, Aaron Puzey and Stewart Graham act as "Gurus" – the original Denki spirit. They want to ensure that the games and the development of those games are as "Denki" as possible.

Production Specialists focus on projects. They can give you everything you need to complete the project, including equipment, training, holidays and schedules.

Enjoy working closely with the Production Specialists and Gurus, especially on your products. Any one of them could provide direction at any time. Equally, you can ask for support and guidance from any one of them at any time.



The Denki Difference

Denki expects you to appreciate and commit to The Denki Difference.

Core Values

You are expected to:

- Strive for quality
- Inspire through leadership
- Act professionally
- Plan effectively
- Be client focussed
- Communicate well
- Be committed and supportive
- Support stability and growth
- Be consistent
- Take responsibility

The Way

The means to "The End"

- Immediate. Tangible, frequent, measured iteration.
- Moments. Emotionally stimulating moments.
- Magic. Illusion not simulation.
- Toys. Toys mean play and play means fun.
- Preparation. Fail to prepare, prepare to fail.

The End

Compelling Fun

- Feel. It feels good and makes you feel good.
- Dramatic. Packed with moments you want to share.
- Alive. A living joy.
- Convenient. Accessible, immediate and simple.
- Twist. A meaningful difference.

Specialist Duties

Specialist Duties will be assigned as required and detailed separately.