

“It’s not just where we work. It’s about how we work and why we work. After all, we’re all in this together.”

Ten Things That Matter To Us

- 1. Do great work.**
Do fabulous work and be known nationwide for our innovativeness.
- 2. It’s OK to be a little “off.”**
Attract and work with exciting people, more than a few of whom are a little offbeat.
- 3. There is always a better way.**
Question the way things are and move forward with a plan, building a foundation that helps us learn along the way.
- 4. Learning new things should be fun!**
Make sure that those who move on (clients, consultants and staff), will say that they learned a lot, made friends and had a special experience.
- 5. Friends don’t throw friends under the bus.**
Have an honest, collegial, supportive environment where it’s ok to ask questions and check assumptions, and politics are as absent as possible.
- 6. Be straight up.**
Based on clarity of communication and strength of character, ensure that no question or innuendo ever has any cause to arise regarding our ethics or integrity.
- 7. Details matter... a lot.**
Excellence is where we begin. This means dotting the i’s, crossing the t’s, writing intelligently, checking our grammar, rigorously following our own standards and recognizing that god is in the details.
- 8. We’re all in this together.**
Work with exciting clients and other partners who will stretch us, teach us and who we enjoy associating with. Nurture those clients and partners that don’t live up to the challenge, but don’t be afraid to let them go.
- 9. Sometimes it IS about the money.**
Bring in substantially more money than we spend, and ensure that what we spend includes higher-than-average levels of compensation and investment in our future.
- 10. Grow smart.**
While growing through the strategic use of data, delivery of creative, high-quality services, and the acquisition of terrific clients, we do not wish to grow simply for the sake of growth. We’ll also take the time to learn from what we do and allow for mistakes along the way.