

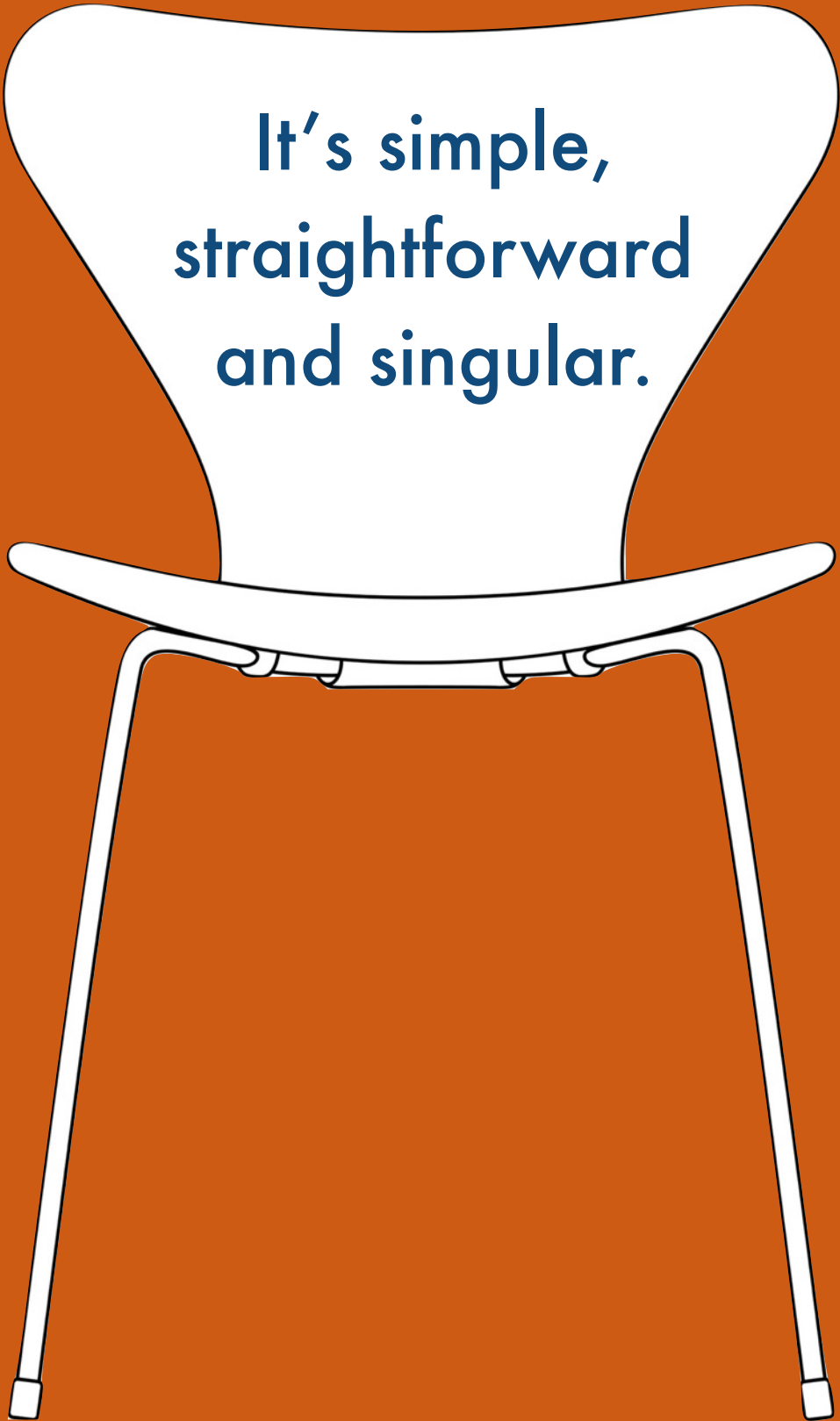
Promise & Culture Code

THE WEIDERT GROUP PROMISE

“... the statement you make
to customers that identifies
what they should expect in
all interactions
with your people, products,
services & company.”



A promise must convey a compelling benefit, it must be authentic
and credible, and it must be kept.



It's simple,
straightforward
and singular.



THE WEIDERT GROUP PROMISE

To do everything in our power to
transform and profitably grow
clients' businesses.

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ELEMENTS OF OUR PROMISE: OUR COMPANY CULTURE

We do the right work, the right way.

We operate as a team.

We hire exceptionally good people.

We act with unassailable integrity.

We embrace learning.

We have lots of fun.

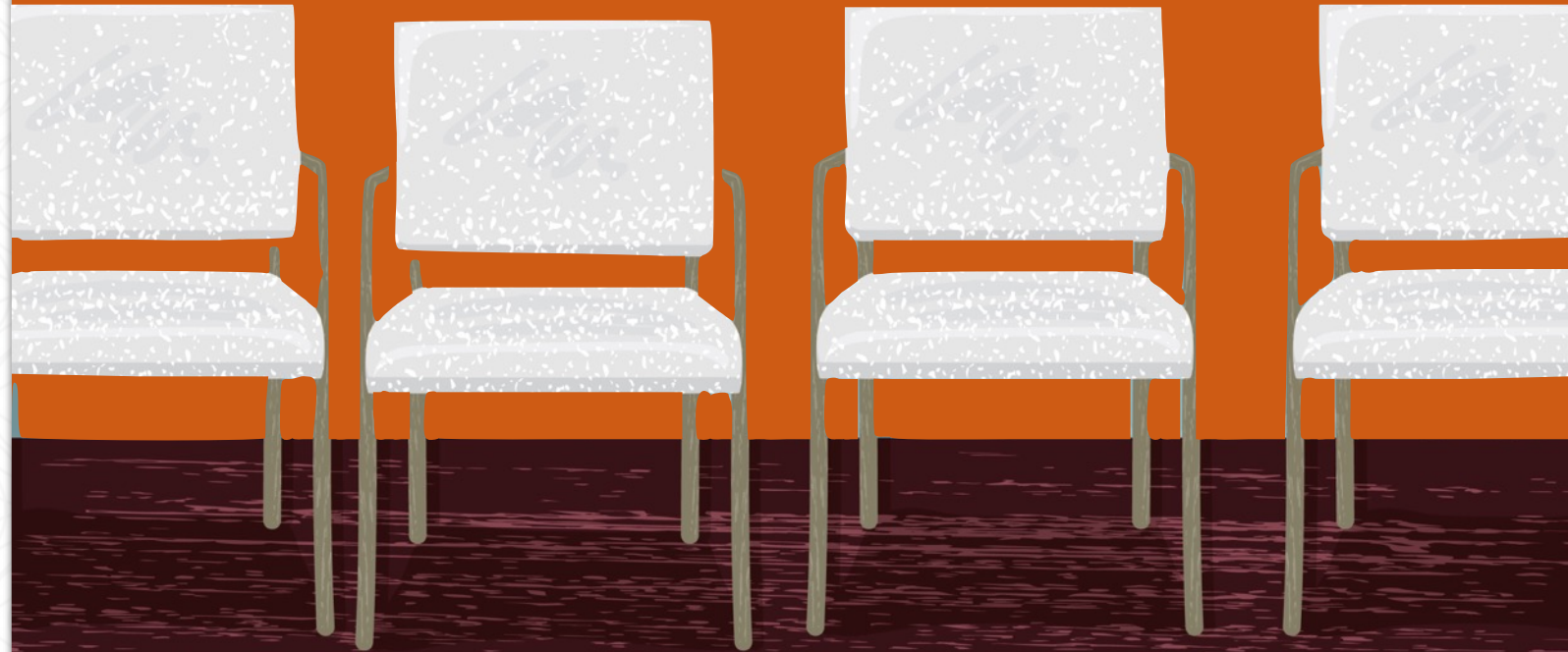
Coffee. Donuts. Snacks. Flexibility. Cool office space. Nice computers. Beer every Thursday.



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Those things are representative of our
culture...but they're not our culture.

Our people define our culture.



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Our people make or break us.
Our people set us apart.
Our people determine how well-
respected we are (or aren't).

Our culture defines how we
behave, think, respond, make
decisions, and treat others.

Our culture
helps us attract and retain great
people who do great work
together.



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We do **the right work**, the right way.

- We don't settle for anything less than the highest quality of which we're capable.
 - ▶ "Okay" isn't good enough; ask yourself "Is this the best I can do?"
 - ▶ Don't cut corners; it'll cost us all later on.
- We question everything; that includes one another, ideas, information, systems, processes, and clients.
- We're here to drive change – to move ourselves and clients to a better way of marketing.



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We operate as a team.

- Everyone owes great work to everyone here.
- We do our best work when we bring our expertise, insights, and inspiration together.
- We err on the side of over-communicating because great teams do their best work when they're fully informed.
- Problems are everyone's challenge, and victories are everyone's win.
- We give productive feedback – good and not-so-good. When it's not-so-good, we make it helpful, not deflating.
- Our managers inspire. They don't blame mistakes on those with whom they work – they ask, "What could I have done to help that person be successful?"

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We hire exceptionally **good people**

- We hire people who have a sense of ownership, who are naturally curious, and who figure things out.
- When evaluating talent we place values, attitudes and raw potential before experience. The right person can learn almost anything he or she puts his or her mind to.
- We hire remarkable people – remarkably smart, remarkably helpful, remarkably energizing.
- We hire people with heart, who care about their coworkers, their clients, and their communities.
- We hire people with positive attitudes; negativity makes it impossible to be effective, and it's not fun to be around.





We act with unassailable **integrity**.

- We act in the best interests of the agency and of our clients.
- We use good judgement.
 - ▶ Our character is revealed by the decisions we make in difficult situations.
- We tell the truth, even if it's uncomfortable or unwelcome.
- We spend and save money as if it were our own.
- We do what we say we're going to do, for clients and coworkers.
- If we make a mistake, we take responsibility for it and fix it.
- We practice the Golden Rule: we treat people the way we want to be treated.

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We embrace **learning.**

- We welcome any idea that makes us better at our jobs, and more valuable to clients.
- Our commitment to continuous learning is a responsibility that benefits our clients and ourselves, so we embrace it enthusiastically.
- Job titles don't limit us. The doors are wide open for any team member to get involved in other aspects of the business.
- We don't mind making mistakes because mistakes teach; we DO mind repeating them.





Life is short.

We intend to enjoy it
as often as we can.

