

PROMISE & CULTURE CODE

WEIDERT GROUP





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.

**TO DO EVERYTHING IN OUR POWER
TO TRANSFORM AND PROFITABLY
GROW CLIENTS' BUSINESSES.**



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.
FLEXIBILITY.
COOL SPACE.
NICE COMPUTERS.**

BEER EVERY THURSDAY.





THOSE THINGS ARE REPRESENTATIVE OF OUR CULTURE... BUT THEY'RE NOT OUR CULTURE.

Our people Define our Culture.

- + **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.





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.





WE OPERATE AS A TEAM

- + As employee owners, 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?"





WE HIRE EXCEPTIONALLY GOOD PEOPLE

- + We hire people who approach with an ownership mentality, who think and act like employee owners, 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 money as if it were our own, for our clients and for our business.
- + 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 Platinum Rule: we treat others the way they want to be treated.



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.
- + We invest in each other and teach one another.
- + 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.



WE HAVE FUN!

We “work” at making work enjoyable:

- + We enjoy making progress and solving problems
- + We’re intentional about creating positive, energizing situations and events, big and small
- + We create an environment in which people with different definitions of fun are enabled to do what makes them happy
- + We celebrate both personal and business successes – and celebrate clients’ successes with them

