

**WEIDERT** GROUP  
*B2B inbound marketing agency*

# 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. 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.





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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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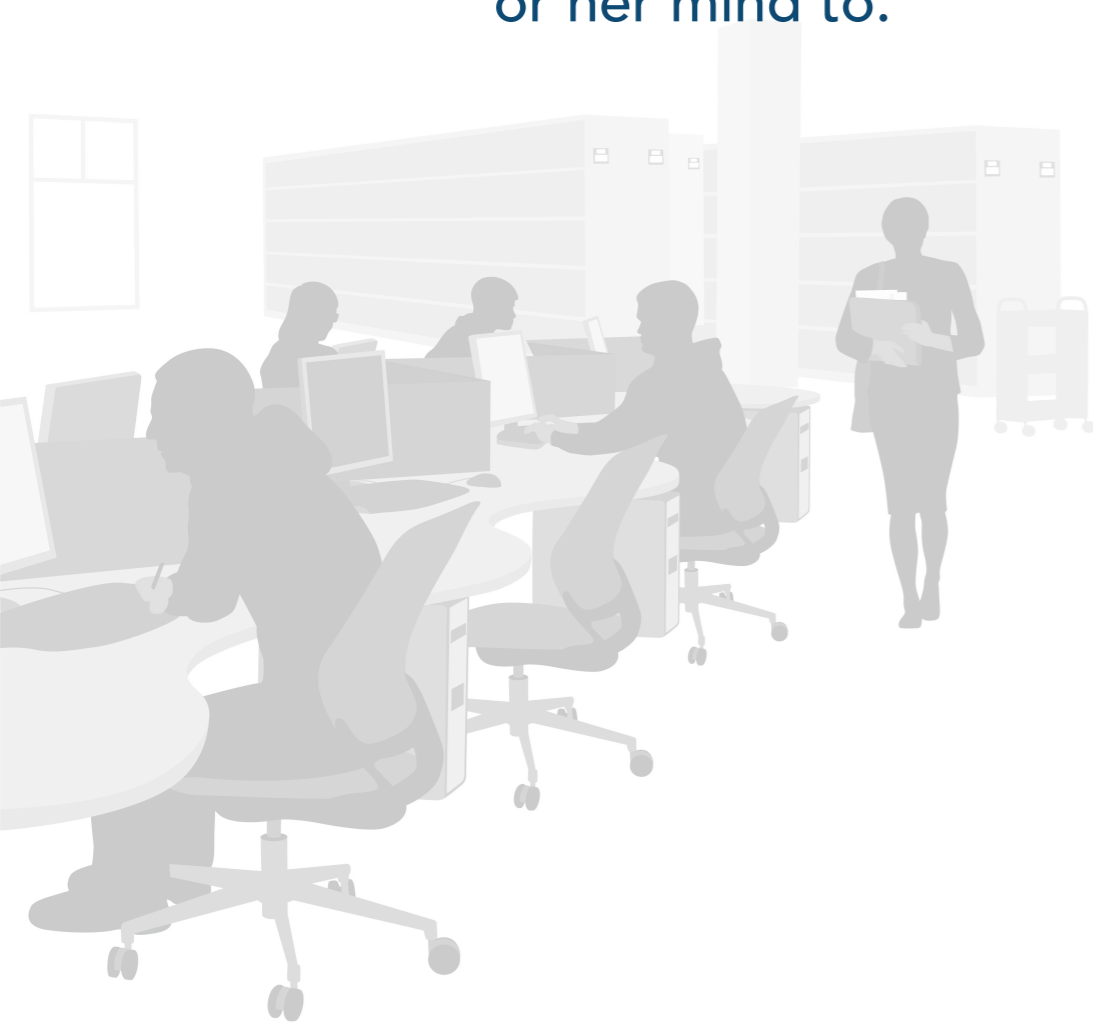
## We operate as a **team.**

- 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?"

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## 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.



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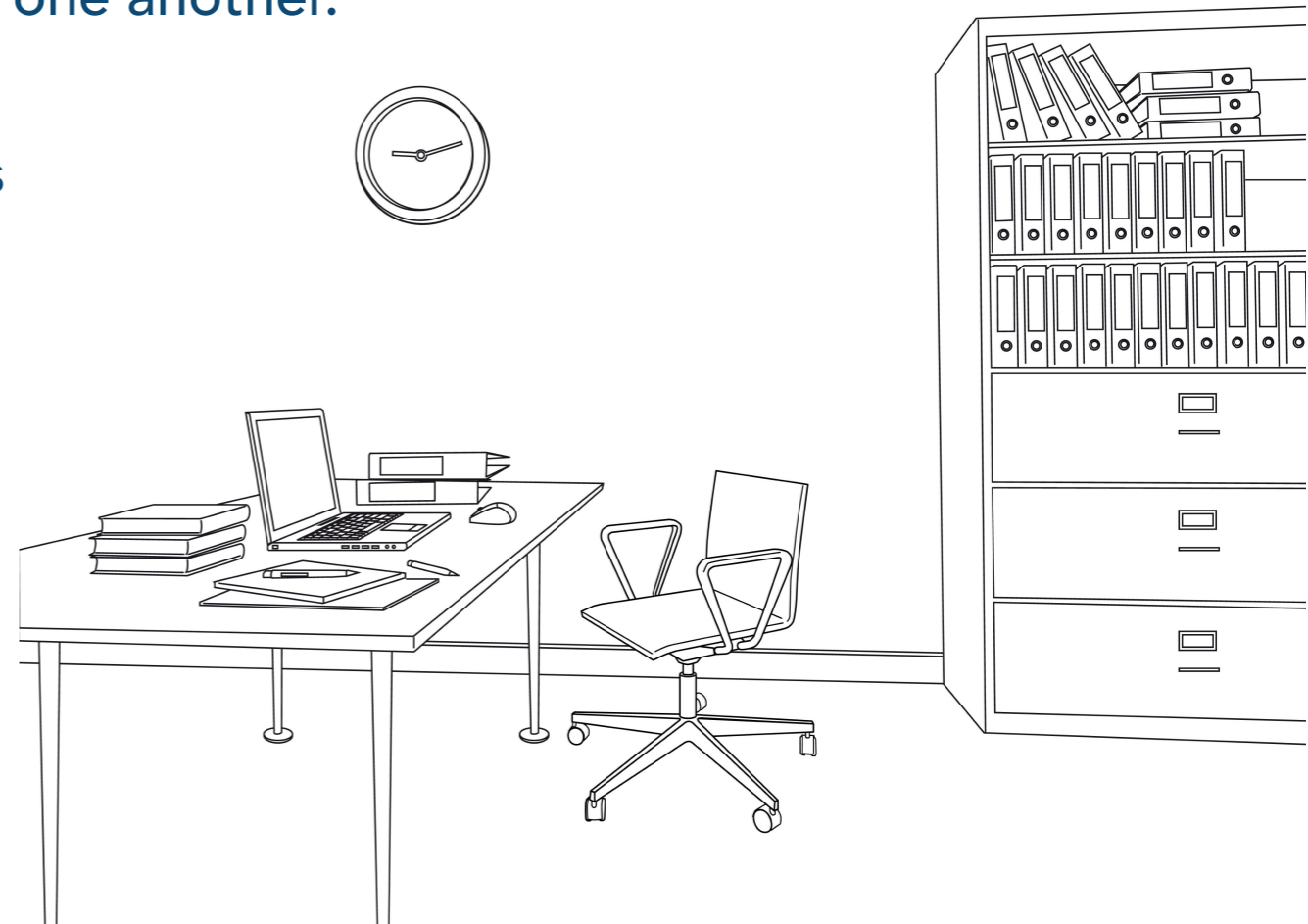
## We act with unassailable **integrity**.

- 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 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.
- 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.





Life is short.  
We intend to enjoy it  
as often as we can.

