



Our company recently completed the MarketCulture Benchmark developed by MarketCulture Strategies. We found the entire experience to be very worthwhile.

The survey itself was fairly concise and easy to complete. The questions were interesting in that they delved into our actual behaviors rather than personal thoughts relating to our corporate culture. This was an effective way to get around any personal misconceptions that may exist concerning the culture of the company.

The data was simple and easy to understand, yet quite insightful. We were initially surprised by the results but, after closer examination, found that it made a lot of sense and actually matched our business well. It was a great way to look in the mirror and see ourselves for who we really are versus who we think we are.

The data coupled with our review meeting facilitated by MarketCulture Strategies helped us ascertain some very specific areas for improvement. Since then, we have created an action plan with both short and long term goals to address issues we identified as critical. I am looking forward to conducting the survey again to see if our actions result in a positive change that can be measured by the MarketCulture Benchmark.

A handwritten signature in black ink that reads "Jason K. Krieser". The signature is written in a cursive, flowing style.

Jason Krieser  
VP, General Manager