



888.472.DATA (3282)  
Made in Chicago, IL

## EMM Culture

EMM holds certain cultural values dear. We make them explicit so that when you are confronted with tough decisions or decisions that conflict with each other, culture can be your guide.

Our company culture is a reflection of our shared values and the business's strategy, both of which evolve over time. The business is in a period of bootstrapped growth and our strategy is to be a profitable and elite place to invest working hours.

We share values of respect, intelligence, high drive, and a firm moral compass. Therefore, we:

- Work towards the highest and best use of our limited time
- Tell the truth, even if it sucks (remember some information must be kept privileged) Over-communicate and follow-up
- Remember our reputation precedes and follows us
- Seek to understand, then systemize
- Have a bias towards action, not getting lost in the planning rabbit hole
- Make decisions with long term mentalities
- Document everything
- Understand it's okay to make mistakes, but willingly take accountability for them

Take good notes. Expend energy. Make order from (data) chaos.

Join us - and let's go.

Rick Holmes, CEO