



Our Company's Culture Code

YOUR CULTURE IS YOUR BRAND



What is culture?



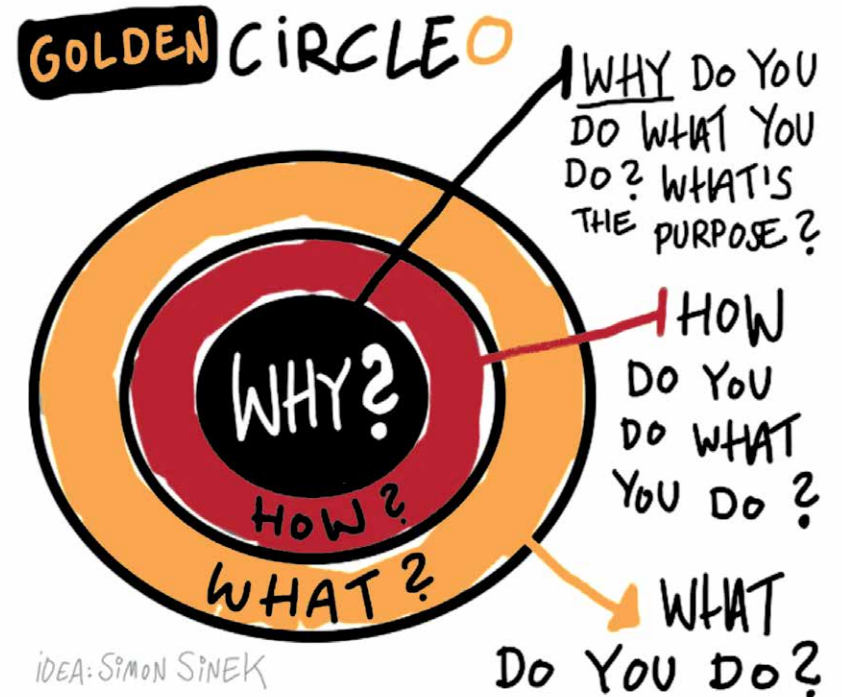
Culture

noun | cul·ture | \ 'kəl-chər \

the set of shared attitudes, values,
goals, and practices that characterizes
an institution or organization

Why care about culture?

Culture is to recruiting as product is to marketing.



Building STRONG BRANDS Starts at HOME

*“Customers will never love a company
until the employees love it first.”*

-Simon Sinek

Investing in employer branding on sites like Glassdoor leads to:

(as measured by applicant-to-hire ratios) at an average 30% lower cost per hire compared to traditional job boards.



Source: Brandon Hall Group Report, Understanding the Impact of Employer Brand, Nov 2014

Now, let's take a step back...



Company Mission & Values

How it all started



One lone little girl with an idea.



Our mission statement

Healthcare is your passion.
Helping your healthcare
business grow is ours.



“

Our number one focus as an organization is the culture first. And the culture then is going to take care of the employees, and the employees are going to take care of the customers' needs, which is going to take care of our business.

”

- Jon Wolske, Culture Evangelist, Zappos Insights

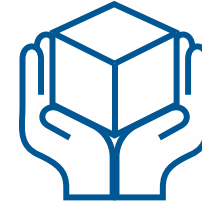
What are our core values?



We value our employees, their lives, and families.



We are committed to excellence in all that we do for our clients.



Delivering what we promise, and do it on time.



Be fair and trustworthy in all that we provide to our clients.



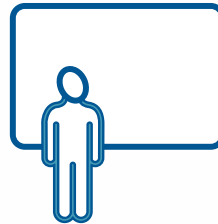
Deliver creativity with flair and passion.



Be humble, but confident that we can achieve great things together.



Driven to provide winning results.



See the bigger picture in life.



Never Give Up on Your Dreams and Goals.



Who Makes Up Our Company?

Our company is made up of talented people who are dedicated to serving our clients to the best of their abilities. We also have a stable of partners that have working side by side with us for over 22+ years. We are continually looking for new talent to help serve our client's needs. This search is never ending process as we evolve, learn and grow.

Our employees have VALUE



V

Versatile

A

Authentic

L

Lighthearted

U

Unusual

E

Enthusiastic

3

Company Policies

Our Policies



- Be a trusted partner to clients
- Take care of our employees and they will take care of the clients
- Treat others as you want to be treated
- Work smarter not just harder
- Use common sense and keep it simple
- Never stop learning and be open to new ideas
- Enjoy life and have fun in all you do



What Are The
Perks And Benefits?



WORK
PERKS

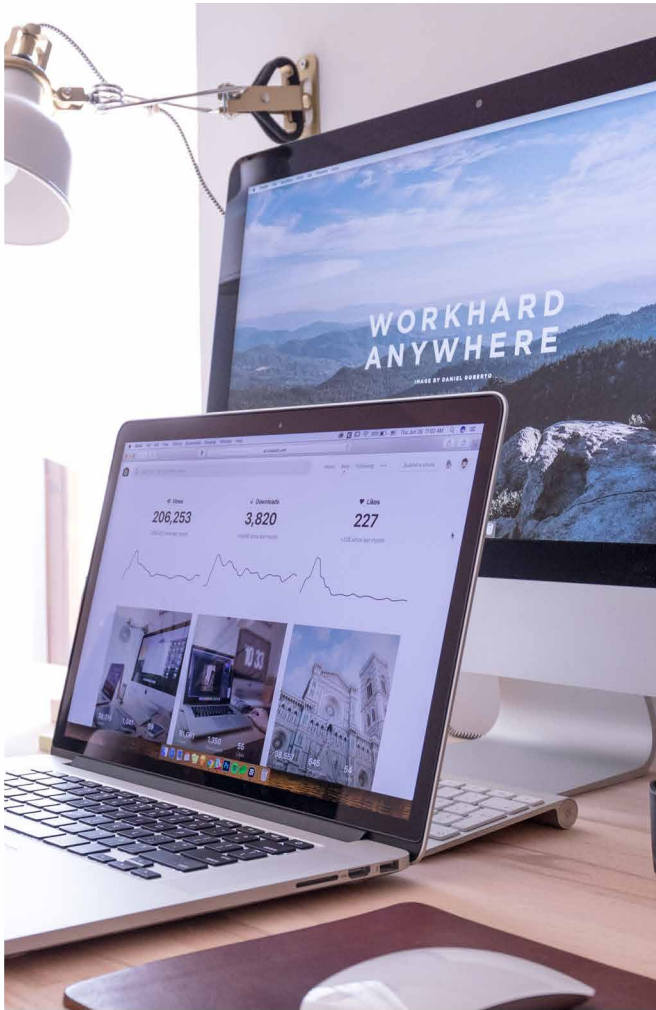
Here's what we offer:



- Virtual Environment
- Flexible Work Schedules & Time Zones
- Dedicated & Caring Environment
- PTEs and FTEs Opportunities
- Work That Fits Your Expertise

5

What's Our
Workspace Like?



Located in the Healthcare Hub... Nashville





How do employees
develop their careers
at our company?

Read. Discover. Learn.



XK3 has tons of books on marketing, leadership and life goals to help each of us to grow as human beings. Our policy at XK3 is always to provide educational materials so that each of us can push to the next level.

As we began our journey of being a HubSpot Partner in early 2017, we found they offered many educational courses in every aspect of marketing that is available to our employees free as a way for individuals to push the boundaries. By taking these various classes, employees can earn their own certifications in areas that are of interest to them. This not only helps the person reach new heights, but it also increases the knowledge level that helps the company as a whole.

“Tell me and I forget, teach me and I may remember, involve me and I learn.”

– Benjamin Franklin

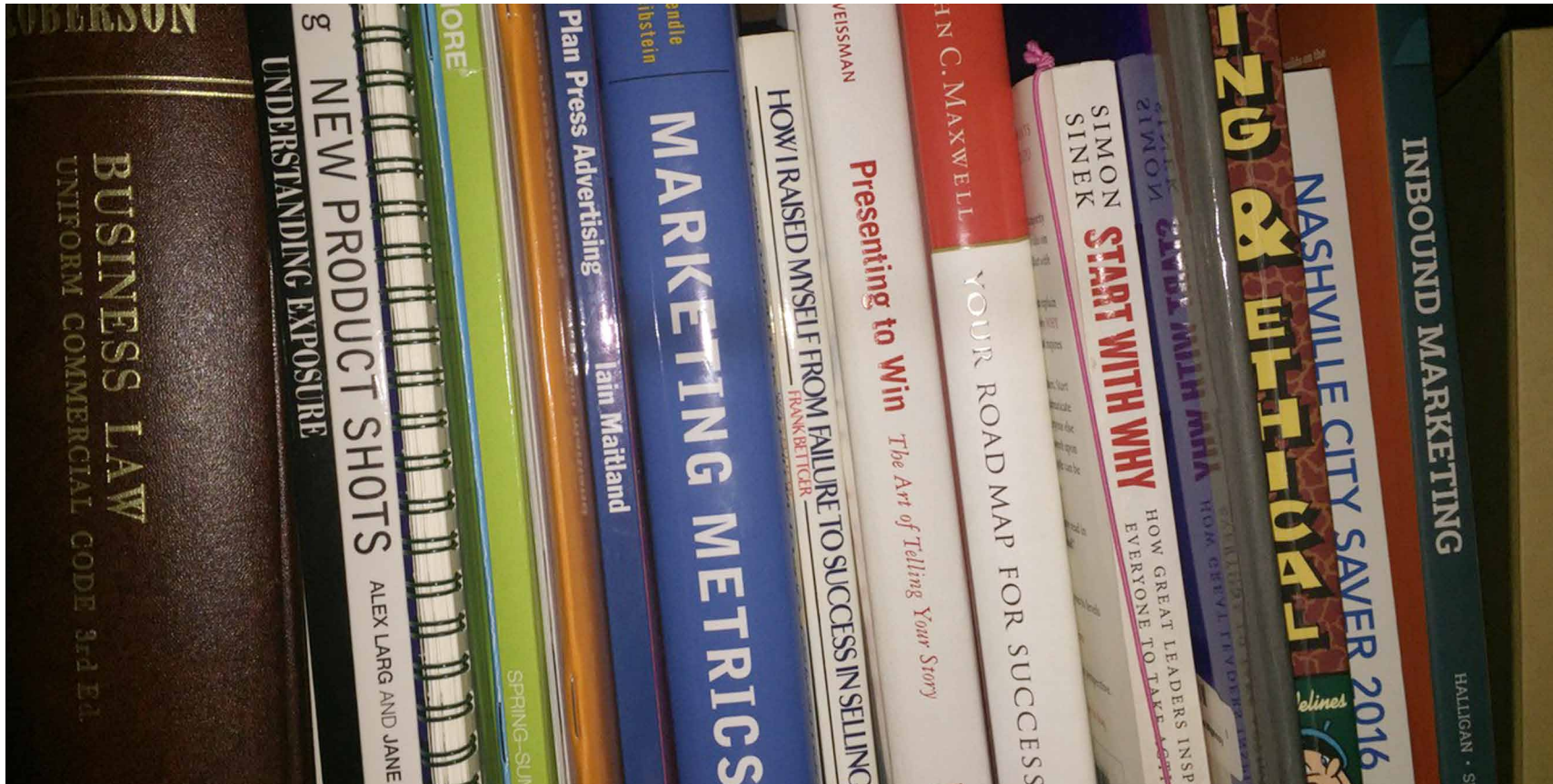
“The more that you read, the more things you will know.

The more that you learn, the more places you’ll go.”

– Dr. Seuss, I Can Read With My Eyes Shut!



Just a few of our favorite books...






Why we love
working here



“It’s hard to put into words what The XK3 Agency has meant to me. We are constantly encouraging each other to be better. We work hard. We believe in family. We learn every day. Places where all those come together don’t come around often, but XK3 is one of them.”

- Christopher Bourque, Executive Vice President





*“I love working at
our company because
I get to work with
smart people and challenge
myself every single day.”*

- Brad Smith, Senior Graphic Designer



The Why?



My goal as the founder was to find a way to help other people with the creative talents God blessed me with while discovering others with even more exceptional abilities who could come together to service our customers. If you hire people smarter than you, be a trusted partner to your clients, you have won half of the battle to be successful.

All companies have ups and downs, and we have had fair share. In life, one of my personal goals is to see others achieve more than they believed they were capable of doing. Encouraging our employees and our clients is what I have always strived to do. Never quit pushing and learning new things for knowledge is power.

I have been blessed for 22 years to work with some fantastic people. The clients and mentors that I have had the pleasure of knowing, working with and supporting our efforts over the years, mean more than I could ever put into words. Most importantly, I will forever be grateful, especially to my excellent staff who I have the pleasure to work alongside every day. Not just the ones who are here now, but those we helped us grow along the way.

Carol D. Bourque





Got questions. Want to learn more?

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for a Free Marketing Analysis
of your healthcare company.

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Book A Meeting with Me



Carol Bourque