CULTURE GUIDE

A CULTURE THAT CONNECTS PEOPLE.



Inner Action Media has never just been a name on a door, a logo on a wall, or a list of services on a website. **It's people. It's how we lead. It's how we create. It's how we treat one another and the clients who trust us with their stories.**

The truth is simple: the company doesn't make IAM. The people do. Each of us is Inner Action Media. Together, we define what it becomes.

We are people of excellence — serving people of excellence. That's not a slogan. It's a standard.

This Culture Guide was developed by our team — not handed down from the top. It represents collective ownership. It reflects conversations, growth, refinement, and a shared commitment to who we are becoming.

Now in its second iteration, this guide proves something important: culture isn't static. It's built. It's tested. It's improved. Just like any great organization.

At IAM, excellence is built through authenticity, integrity, kindness, and accountability. Leadership isn't reserved for titles — it's practiced at every level. And our work should strengthen the people and organizations we serve.

This is who we are.
This is how we show up.
This is Inner Action Media.

Jim Matuga
President & Founder




“Our values show up in the way we work, they guide how we lead and how we serve our clients. They are the standard we hold ourselves to every day.
I’m Liza
and I am IAM
Liza Heiskell
Creative Director of
Video Production

OUR VALUES

Our values describe how we behave at Inner Action Media. They are not slogans, they are expectations. These values guide how we work, how we lead, how we serve clients, and how we treat one another. ***This is how we deliver meaningful experiences.***

- **Authenticity**
- **Community**
- **Health**
- **Integrity**
- **Kindness**
- **Hospitality**
- **Leadership**
- **Accountability**

OUR MISSION

We exist to tell meaningful stories for organizations, enabling them to connect with people, inspire action, and grow with purpose.

At Inner Action Media, our work is rooted in service. We partner with organizations doing meaningful work and help them communicate clearly, creatively, and effectively. By combining strategy, storytelling, craft, and innovation, we help our clients thrive while strengthening our communities.

OUR VISION

To be known as a best-in-class storytelling and digital media company that sets the standard for excellence, innovation, care, and impact, while being a place where people love to work and grow.

Authenticity

We show up as our true selves and do our work with honesty and originality.

Authenticity means we don't pretend, posture, or cut corners. We are honest about what we know, what we don't, and how we can help. Our creative work is original, thoughtful, and grounded in truth.

At IAM, authenticity looks like:

- Honest communication with teammates and clients
- Original thinking, not imitation
- Admitting mistakes and learning from them
- Aligning our words with our actions

Community

*We believe our work should **strengthen the people and places around us.***

Community is at the heart of who we are. We care deeply about our team, our clients, and the communities we serve. We build long-term relationships rooted in trust, mutual respect, and shared success.

At IAM, community looks like:

- Supporting teammates personally and professionally
- Investing in client relationships, not transactions
- Serving organizations that make a positive impact
- Showing up for our local and regional communities


“The best work comes from honest people telling real stories. Authenticity is where our process begins.
I’m Nick
and I am IAM
Nicklaus Hart
Director of Business Development


“Trust isn’t claimed, it’s built. We keep our word, and hold ourselves to the highest standards, every time.
I’m GABE
and I am IAM
Gabe Ofca
Director of Photography

Health

We pursue sustainable excellence, ***not burnout.***

Health means we care for the whole person—mentally, physically, emotionally, and spiritually. We believe strong work comes from healthy people and healthy teams.

At IAM, health looks like:

- Respecting boundaries and personal lives
- Encouraging balance and rest
- Creating a positive, supportive work environment
- Addressing challenges early and constructively

Integrity

We do the right thing, *even when it's difficult or costly.*

Integrity is foundational to trust. We act ethically, keep our commitments, and hold ourselves to high standards in every area of our work.

At IAM, integrity looks like:

- Being honest and transparent
- Taking responsibility for our decisions
- Treating clients, partners, and teammates with respect
- Protecting trust through consistency and follow-through

Kindness

We lead and serve ***with care, empathy, and humility.***

Kindness shapes how we speak, listen, and respond. It does not mean avoiding hard conversations; it means having them with respect and care.

At IAM, kindness looks like:

- Assuming positive intent
- Offering help without being asked
- Giving constructive feedback with grace
- Treating everyone with dignity

Hospitality

We create an environment where people feel ***welcomed, valued, and cared for.***

Hospitality is how we receive clients, teammates, and partners. It reflects our attention to detail, our generosity, and our desire to make others feel seen and respected.

At IAM, hospitality looks like:

- Creating warm, professional client experiences
- Being prepared, attentive, and thoughtful
- Making space for others to feel comfortable and heard
- Serving with generosity and excellence


“Hospitality is how we make people feel—through preparation, details, and genuine care. We believe People and relationships matter.
I’m DYLAN
and I am IAM
Dylan Sheldon
Vice President
of Operations


“Leadership isn’t about having all the answers—it’s about showing up and taking responsibility. Doing this consistently builds trust.
I’m Ben
and I am IAM
Ben Ward
Account Operations Manager

Leadership

*We take **responsibility** for influence, not just authority.*

Leadership at IAM is not tied to a title. We believe everyone leads through their actions, attitude, and ownership. Leadership means stepping up, setting an example, and helping others succeed.

At IAM, leadership looks like:

- Taking initiative and ownership
- Modeling our values consistently
- Helping teammates grow and succeed
- Making decisions with clarity, humility, and courage

Accountability

*We take **ownership** of our work, our growth, and our impact.*

Accountability ensures excellence. We follow through, take responsibility, and continually strive to improve, individually and as a team.

At IAM, accountability looks like:

- Owning outcomes, not making excuses
- Holding ourselves and each other to high standards
- Being prepared and dependable
- Pursuing continuous improvement

Inner Action Media's culture is built on people of excellence.

It shows up in how we lead, how we serve, and how we treat one another. This guide captures the beliefs and behaviors that shape our environment and make our work meaningful.

When we live these values consistently, we create a place where great work happens, people grow, and clients thrive.

> *"Whatever you do, work at it with all your heart, as working for the Lord, not for human masters."*
>
> **Colossians 3:23**



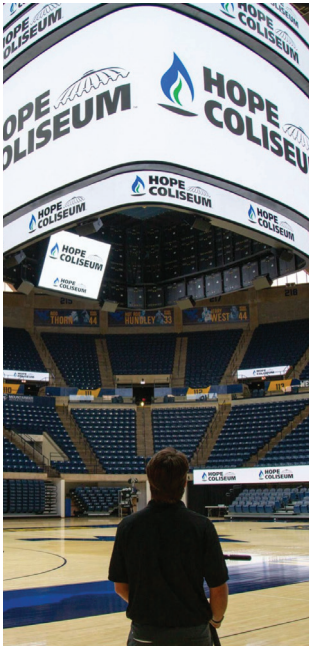











HOPE COLISEUM









You have a story.
Let's tell it together.

Inner Action Media is dedicated to telling brand stories that connect you and your organization to the people who matter most.

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