

A CULTURE OF LEADERSHIP

The InnerAction Media Culture Guide





OUR PURPOSE

Growth happens when you are in the right environment. InnerAction Media's culture of leadership is based on teamwork, innovation, excellence, honesty, and creativity - which serves our purpose of growth for ourselves, our community, and all of those we work with and serve.

TABLE OF CONTENTS

04

Leadership

05

Excellence

06

Relationships

07

Innovation

08

Beliefs

09

Growth

LEADERSHIP

In 2011 InnerAction Media began with a simple goal - to help local businesses with their marketing needs. Since then, the company has grown significantly in size and scope, and we are proud of the strong company we have developed. We've learned who we are, how we want to do business and most importantly, why we do what we do. We found purpose.

For us, everything starts with relationships, and the relationships are all about connection. Every time we deliver a product - whether it is a video, a podcast, a campaign, or a website - we want to feel the client's excitement, and we want to create an impact that inspires action. When this happens, a connection is made and trust is established, and that trust is strengthened when you continually deliver an excellent product. Our product is excellent because of our team's shared values of hard work, integrity, and passion for what we do.

Companies don't survive with just an excellent product. It's our job, and our passion to be innovators - to develop the ideas that tell your story in the most impactful way. Each day we challenge ourselves to find the untold connections between our clients and their business, striving to amplify our clients' stories to reach more people. Our goal is to lead our clients to their version of success.

Our team is composed of leaders with expertise in content creation and marketing strategy. We share that knowledge and expertise with not only our clients but each other, cultivating a space where teamwork and continual learning are the norm.



EXCELLENCE

At InnerAction Media, we strive to create an environment where excellence is more than just achieving a standard - it's the relentless pursuit of habitually improving one's quality of work. We aspire to set ourselves apart with our reputation for excellence.

We seek to have a clear, shared objective, and effective collaboration while utilizing our team's diverse talents and perspectives to achieve an agile, high-performance operation. We invest time and effort to gain in-depth knowledge and to achieve authority in our respective roles. We are a team of experts.

We believe that the foundation of every successful project and relationship is built on clear expectations. Our team is committed to understanding the unique problems facing our clients and developing real solutions that match their expectations.

RELATIONSHIPS



Creating and fostering relationships is integral to who we are. We believe great relationships are built with mutual respect, trust, transparency, and accountability. Our team members take ownership of their role, yet are willing to reach out to one another for help when needed. This collaboration reminds us daily that the entire company relies on ALL employees and their specific contributions to the team.



In everything we do, we approach our work with a sense of stewardship. We understand that the media has the power to shape perceptions and influence behavior, and we take this responsibility seriously. We believe in using our platform to promote positive relationships.



We strive to create a collaborative space where clients and team members can share their experiences, ask questions, and learn from one another. We believe that by fostering these conversations, we can help build stronger, more fulfilling relationships in our personal and professional lives.



We approach our work with the highest level of integrity, always striving to represent diverse perspectives and promote inclusiveness. We believe that everyone deserves to be heard and respected. Our commitment to dialogue extends beyond the content we create. We are dedicated to fostering open and honest communication amongst ourselves and with our clients.





INNOVATION

Innovation is at the core of our approach to marketing. We develop processes that account for our clients unique needs. While there are always new environments to express ideas and new challenges to face, our approach is boldly creative. We are not afraid to take calculated risks, and experiment to achieve breakthrough results - always expanding on technology, tools and approach.

We do our research. In an ever evolving digital age, we are consistently looking for ways to improve how our clients' stories are told. We prioritize data-driven decision making and constantly strive to stay ahead of industry trends.

We are passionate and driven to continue pushing the boundaries of possibility. For us, the process of innovation never stops.



BELIEFS

We believe in **honesty** and **dignity** - earning the trust of our clients, employees, and partners.

Hard work is a pillar of our culture, and our team approaches their work daily with a spirit of **humility** to achieve the greatest results and foster a **positive environment**.

We also strive to show **hospitality** and **generosity**, both in how we treat others and in our contributions to the communities in which we operate. By exhibiting these values every day, we aim to build a company that continues to grow and serve our clients to the best of our ability while making our community a better place.

GROWTH

Growth isn't limited to the individual. We are always anticipating and expecting growth for ourselves, our teammates, our clients and our community.



PERSONAL

We are committed to creating an environment of continual learning, encouraging our employees to invest in themselves and discover the areas of growth that matter to them.



TEAM

As individuals, we contribute our own strengths, creating added value to our team. We expect to learn from each other while holding each other accountable to take steps toward fulfilling our mission.



CLIENT

It is imperative to understand our clients' needs and goals and then use our expertise to promote growth that aligns with their vision.



COMMUNITY

Not only do we want to see our clients grow but we also want to contribute to the growth of the communities they serve. Our team members have a passion for serving their communities in a variety of ways.



This Culture Guide is the product of 12 months of work by the following IAM employees, finalized in November 2023:

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Whatever you do, work at it with your whole heart, as if working for the Lord.
Colossians 3:32



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