



Ironwood's Culture

At Ironwood Insights Group, we believe that our company culture is the cornerstone of our success. It shapes our identity, drives our performance, and defines how we interact with each other, with our clients and with our partners.

In this living document, we define the key elements of Ironwood's culture, how it influences our work, and the ways in which we nurture and sustain it. Whether you are a new employee, a long-standing member of our team, a client or a valued partner, this guide is aimed at providing you with a deeper understanding of what makes IIG a unique and rewarding place to work at and do business with.

IIG Core Values

Our company culture is the result of the many principles, attitudes and behaviors of its employees. However, at the center of our culture we embrace several core values that drive everything we do:

Leadership – Leadership is about attitude and impact, not position. In that sense, we encourage every employee to lead, through their words but more importantly through their actions. This value is underpinned by a philosophy that fosters initiative, problem-solving, mentorship and a spirit of continuous improvement. We strive to shape, not react to, industry trends, so that our employees achieve operational excellence and our clients can navigate the market challenges necessary for success.

Excellence – While we value a fun, communal work environment, we also recognize the need for discipline and proven process to maintain high standards of performance and professionalism. Ironwood upholds the ideals of integrity, transparency, quality, and accuracy to provide a quality environment for our employees and to deliver excellent products and services to our clients.

Innovation – At all levels of our organization, Ironwood is driven by creativity, curiosity, and a desire to challenge the status quo. We strive to anticipate change, not just react to it. To proactively seek out the “new” and bring it to the table...before employees *need* it and before clients *ask* for it. When internal and external/marketplace feedback is actively sought, listened to and acted upon, it becomes a powerful catalyst for innovation; driving the development of new products, services, and processes.

Community – Ironwood is more than a workplace; it's a connected, collaborative community. Our culture of authenticity, approachability, and teamwork fosters seamless interdepartmental cooperation. This commitment rewards us with a long-tenured staff and longstanding relationships with clients and partners.

Relationships – By facilitating active collaboration between our employees, vendors and clients, we build bonds that drive durable relationships and successful outcomes for all. We prioritize building strong relationships through careful listening, open/two-way communication and a spirit of mutual trust and transparency. We make a genuine commitment to our employees' and clients' success that flows from the mindset of being a “partner,” not an employer or a vendor.

Insights that provide clarity and drive action.



Leadership

At Ironwood Insights Group, our leadership philosophy is rooted in the belief that effective leaders are mentors, team players, principled, communicative, and process-oriented. This holistic approach ensures that our leaders not only guide but also inspire and empower employees to achieve collective success.

Mentorship – Our leaders are committed to fostering a culture of continuous learning and development. They actively mentor team members, providing guidance, support, and opportunities for growth. By sharing their knowledge and experience, they help individuals reach their full potential and advance in their careers.

Teamwork – Collaboration is at the heart of our leadership style. Leaders work alongside their teams, valuing each member's contributions and encouraging a sense of shared responsibility. This team-oriented approach promotes unity, enhances problem-solving, and drives innovation.

Principles – Integrity, respect, and accountability are the core principles that guide us as leaders. We lead by example, demonstrating ethical behavior and making decisions that align with our company's values. This principled approach builds trust and credibility within the organization and with our clients.

Communication – Open and transparent communication is essential to our leadership. Leaders prioritize clear, consistent, and honest communication, ensuring that everyone is informed and engaged. They actively listen to feedback and foster an environment where ideas and concerns can be freely expressed.

Process-Based Approach – Our leaders understand the importance of structured processes in achieving efficiency and consistency. They implement and uphold well-defined processes that streamline operations and enhance productivity. This process-based approach allows for continuous improvement and ensures that our goals are met systematically.

By integrating these elements, our leadership not only drives performance but also cultivates a positive and supportive workplace where everyone can thrive.

Community

A strong sense of community is at the core of our work environment. We foster a culture of inclusivity, support, and collaboration, where everyone feels valued and connected. Our company promotes open communication, mutual respect, and teamwork, creating a supportive network that helps employees thrive both personally and professionally. We also engage in community outreach and volunteer initiatives, reinforcing our commitment to making a positive impact beyond the workplace.

Work Environment – We believe that a thriving work environment is one that harmoniously blends fun, discipline, and a strong sense of community. This unique combination fosters a workplace where employees are motivated, productive, and genuinely enjoy coming to work each day.

Fun – At IIG, we understand the importance of having fun at work. Our company organizes regular social events and creative challenges that bring joy and excitement to the workplace. We ensure that there are plenty of opportunities for employees to unwind, bond, and celebrate their achievements together.

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Diversity and Inclusion – At Ironwood Insights Group, we welcome the diversity of all of our employees and clients. We are inclusive and do not discriminate against anyone for any reason related to race, ethnicity, gender, sexual orientation, ability, religion, age, or socioeconomic status. We are a meritocracy, that prizes people in all of their uniqueness.

Involvement - IIG is deeply committed to community involvement, recognizing that our success is intertwined with the well-being of the cities we're in, the groups we belong to, and the clients we serve. We actively participate in local initiatives, sponsor community events, and support non-profit organizations that align with our core values. We believe that through collaboration and shared efforts, we can build a stronger, more vibrant community together.

Excellence

More than just a goal, excellence is a mindset that drives everything we do. We believe that delivering high-quality work, continuously improving, and striving for innovation are essential to our success. Excellence means holding ourselves and each other to the highest standards, learning from challenges, and pushing boundaries to achieve outstanding results. It's about fostering a culture where diligence, integrity, and passion come together to create meaningful impact. By embracing excellence in our work and interactions, we ensure that we not only meet expectations but exceed them, shaping a future of excellence for ourselves and our customers.

Communication – As one of our core tenets, we highly value good communication. We work hard to make sure our communication is clear, informative, positive, and affirming. Whether through email, in-house tools, in-person, or a phone call, we choose the best tool to get communication right. To ensure that our electronic conversations are received in a positive light, we always consider the tone of what we send and receive. We also go out of our way to explain the “why” of things so everyone can gain a clear understanding of the salient information.

Discipline – While we value fun, we also recognize the need for discipline to maintain high standards of performance and professionalism. Our work environment is structured with clear expectations, goals, and accountability measures. Employees are encouraged to take ownership of their tasks, meet deadlines, and strive for excellence in everything they do. This disciplined approach ensures that we consistently deliver quality results and achieve our business objectives.

Rewards and Recognition – We believe that recognizing and celebrating our employees' achievements is essential to fostering a motivated and engaged workforce. We highlight the outstanding contributions of our team members, celebrate our collective wins, and create a positive and uplifting work environment.

Celebrating the Wins – a big part of striving towards excellence is seeing the payoff of completing a tough project, or making a client's day, or landing that big deal. When we get to experience those wins, we make sure to take the time to celebrate and recognize those that made it happen.

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Start Meetings with Positives – meetings should be engaging, productive, and informative. One of the ways to ensure we accomplish those goals is to start each meeting with positive news, whether that's a shoutout to a stellar performance or diving into KPI marks that were hit.

Innovation

At IIG, we are committed to the continuous growth and development of our company through innovation. A big part of that is keeping up with industry trends and providing the necessary tools to our employees. This includes training, review of a wide variety of technical resources, and participation in conferences, with a focus on professional and horizontal skills. We also seek continual improvement through technology, experimentation, and review.

Training – As a collaborative organization, we are constantly teaching and learning from each other. We have established training for common topics and frequently put together training sessions for specific topics. These sessions cover a wide range of topics, from technical skills and industry knowledge to leadership and soft skills. Our internal training is tailored to address the specific needs of our employees and ensure they have the tools and knowledge to excel in their roles.

Technology – We harness technology to drive innovation by integrating advanced tools and platforms into our operations. By adopting cutting-edge software, automation, and data analytics, we streamline processes, enhance efficiency, and uncover new opportunities. Leveraging cloud computing and artificial intelligence enables them to quickly scale solutions, analyze vast amounts of data, and derive actionable insights. Embracing technology not only fosters a culture of continuous improvement but also positions the company to remain agile and responsive in a rapidly evolving market landscape.

Experimentation – We leverage experimentation to foster innovation by encouraging a culture of curiosity and continuous improvement. This iterative process allows team members to gather valuable insights, identify best practices, and refine their strategies based on real-world feedback. Embracing experimentation not only drives creativity and problem-solving but also positions the company to adapt quickly to changing market conditions and stay ahead of the competition.

Conferences – Participation in industry conferences is a key component of innovation. We encourage employees to attend conferences, seminars, and networking events to gain insights into the latest developments, share best practices, and build valuable connections. These experiences not only broaden their knowledge but also inspire innovative thinking and professional growth.

Review – Feedback is a vital component of growth and improvement. Regularly reviewing and adapting to feedback is crucial for several reasons, including insights into current performance and areas for improvement, employee satisfaction, client engagement, accountability, and innovation. We conduct annual employee reviews and solicit periodic feedback from clients.

By fostering these elements of development, IIG ensures that we have access to a diverse array of innovation opportunities. Whether through education, technology, industry insights, or experimentation, we are dedicated to fostering a culture of continuous improvement and supporting our team members in achieving their full potential.

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Relationships

As one of the leading Insights firms, we place a strong emphasis on cultivating relationships with customers, employees, and vendors through transparent communication and mutual trust. By fostering collaboration and engagement with all stakeholders, we develop tailored solutions that produce remarkable results.

Open Communication – We foster an environment of transparency and honesty by maintaining regular, open lines of communication with all stakeholders. This allows us to understand their needs, address concerns promptly, and build a foundation of confidence in our organization and capabilities.

Collaboration and Teamwork – We believe in the power of collaboration and teamwork, both internally and externally. By working closely with our clients, employees, and vendors, we harness diverse perspectives and expertise to create innovative solutions and achieve common goals.

Mutual Trust and Respect – We cultivate relationships based on mutual trust and respect by consistently delivering on our commitments, valuing the contributions of each individual, and recognizing the importance of ethical behavior in all interactions.