

culture code



**we are a diverse
group of passionate
visionaries, techies,
nerds and forward
thinkers who love
what we do.**



Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work.

And the only way to do great work is to love what you do.

— STEVE JOBS



**here are the values
that unify us.**



**respect is
foundational**

1



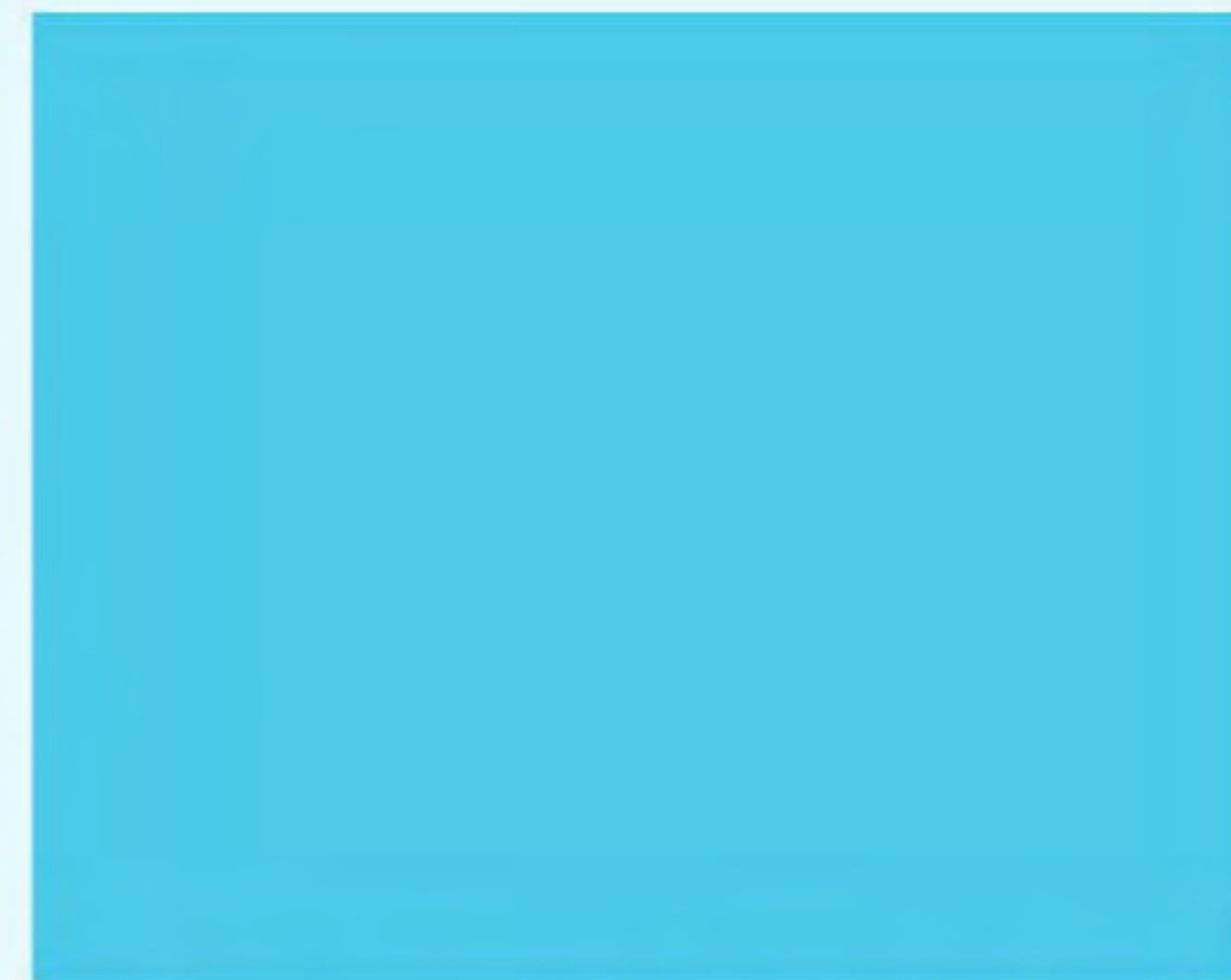
Culture Code

1 Respect is foundational.

IN MORE DETAIL

We deeply admire individuals who show appreciation for the abilities, and achievements of others.

All Media Junction employees come from different places and different backgrounds but we're all part of one team.





Culture Code

1 Respect is foundational.



WHAT IT MEANS TO ME **MICHAELA BAILEY**

Respect is a fundamental part of building a strong team. This team at MJ has shown a capacity for respect that is a rare find in a workplace and it succeeds through every level of employee being equipped with and held to a high level of empathy and radical candor!



Culture Code

1 Respect is foundational.



WHAT IT MEANS TO ME **TRISH LESSARD**

What I love most about our team is seeing a diverse group of individuals come together and achieve amazing results. I believe this is only possible when respect is a foundational value.





The whole concept of treating people with dignity and respect
is a concept that **isn't a business concept, it's a life concept.**
It's who you are at the end of the day.

— GREG BRENNEMAN



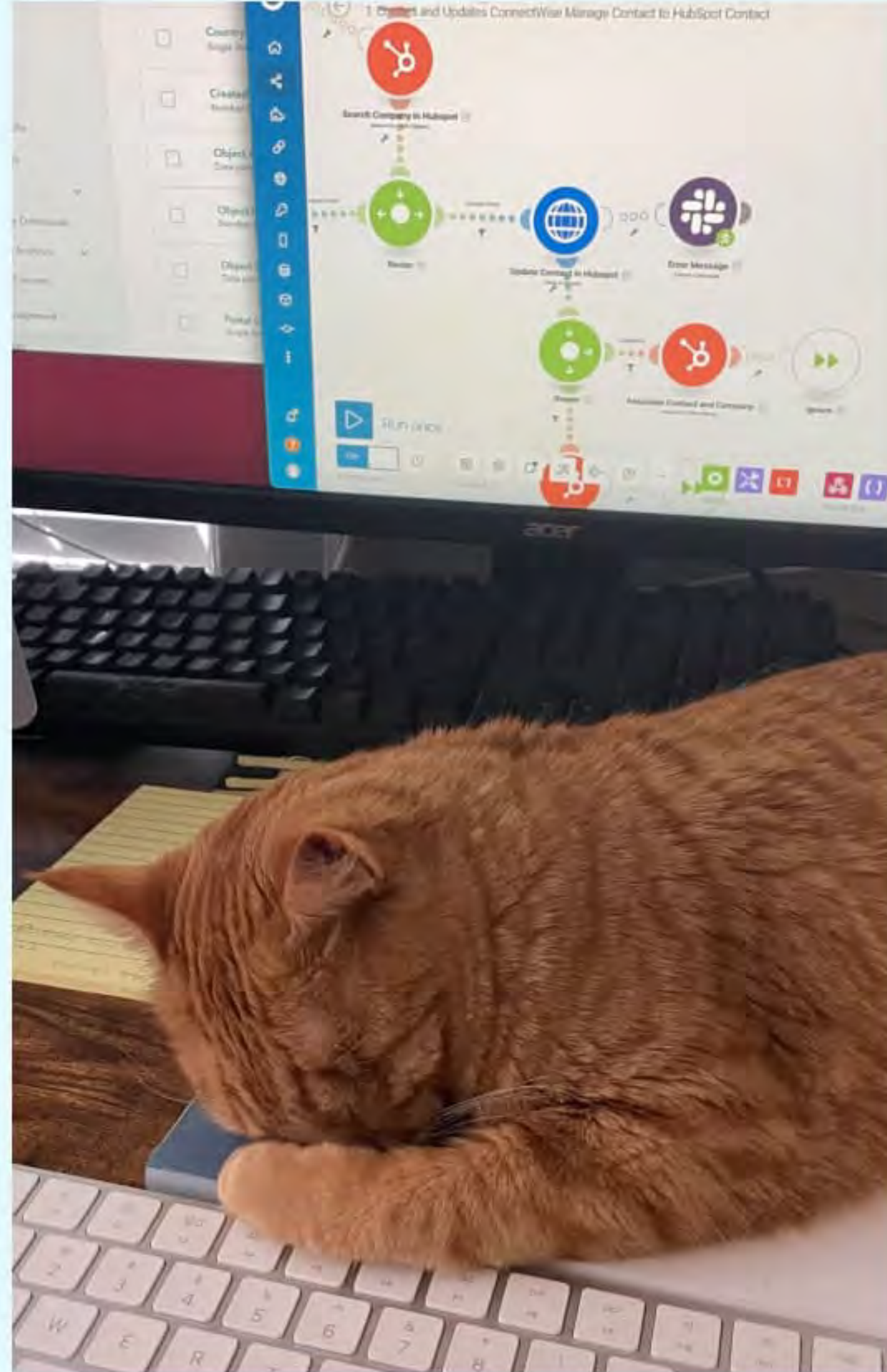
**change is inevitable.
always be adapting.**

2



Culture Code

2 Change is inevitable. Always be adapting.



IN MORE DETAIL

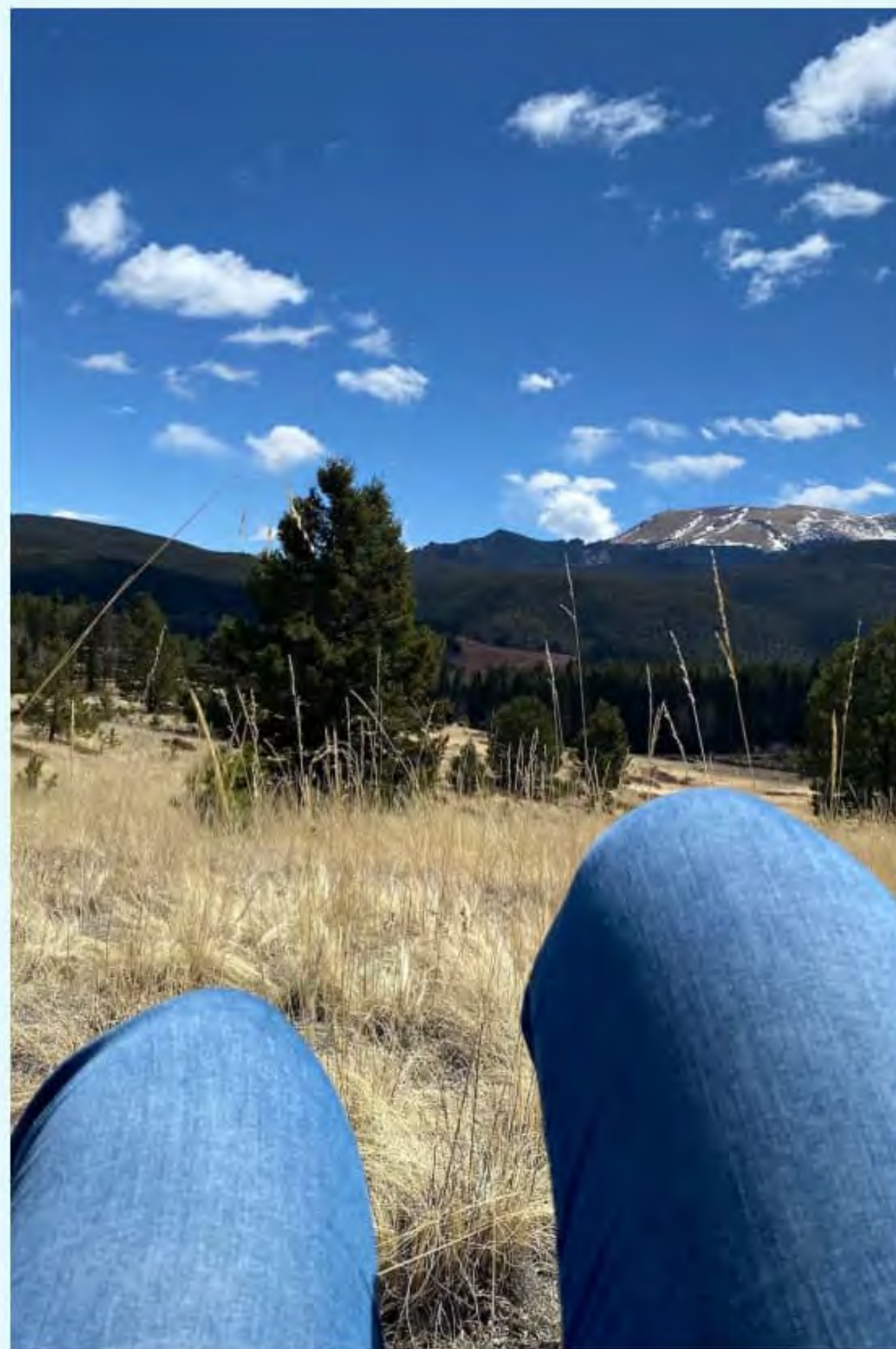
Change is exciting and hard. To push the envelope, we need to step outside our comfort zone and be brave enough to try new things.

That only happens when we create an encouraging and supportive environment where all employees feel that they can take risks.



WHAT IT MEANS TO ME **EMILY WINSAUER**

Adapting to change isn't just about problem-solving—it also requires a lot of trust. We're all handling a lot at once, with evolving priorities and processes on top of that. We have to trust our coworkers' good intentions and that they'll be there to support us.





Culture Code

2 Change is inevitable. Always be adapting.

#USERLOVE



Media Junction is truly a dream to work with – they took our ideas and examples and created a website beyond what we could have hoped for. The project stayed on track and they were organized throughout, even with all of the moving pieces that come from a website launch and changes on our side of the project.

Emma Crosby

Rhythm Software





Anyone who has never made a mistake
has never **tried anything new.**

— ALBERT EINSTEIN



Culture Code

**push past mediocrity.
beyond the status quo.**

3



Culture Code

3 Push past mediocrity. Beyond the status quo.

IN MORE DETAIL

It's all in the details. At the end of every project, we ask, "Is this the best we can do?"

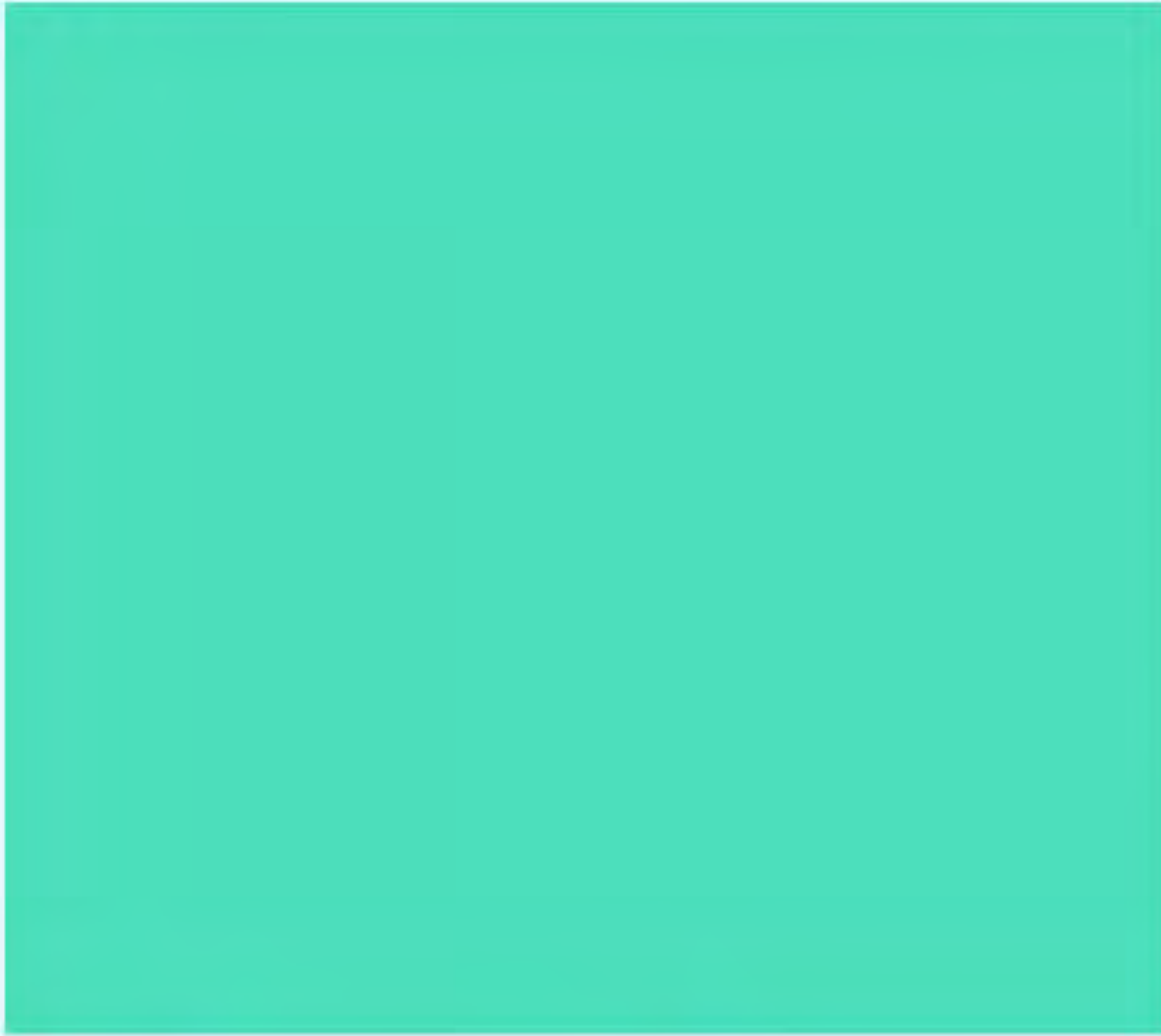
If a design element is a pixel off, we fix it even if no one will notice. The details are the difference between good and great.





Culture Code

3 Push past mediocrity. Beyond the status quo.



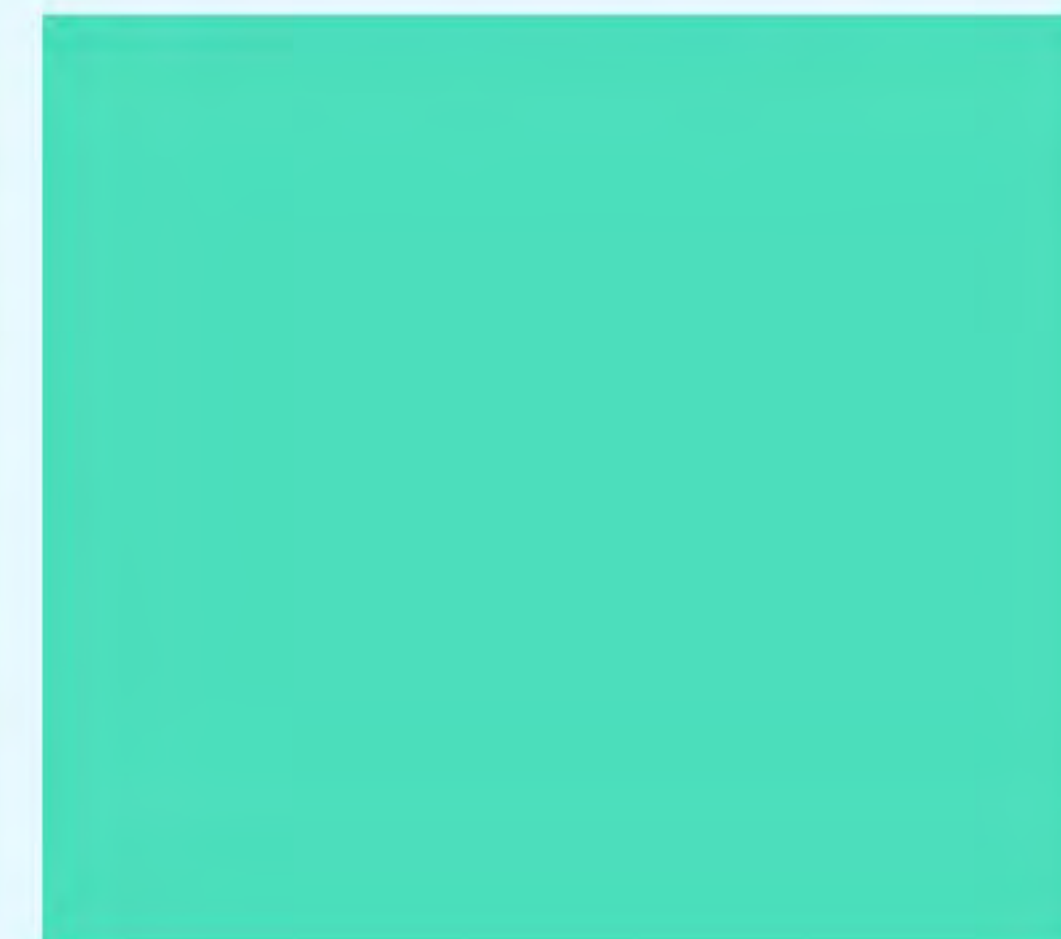
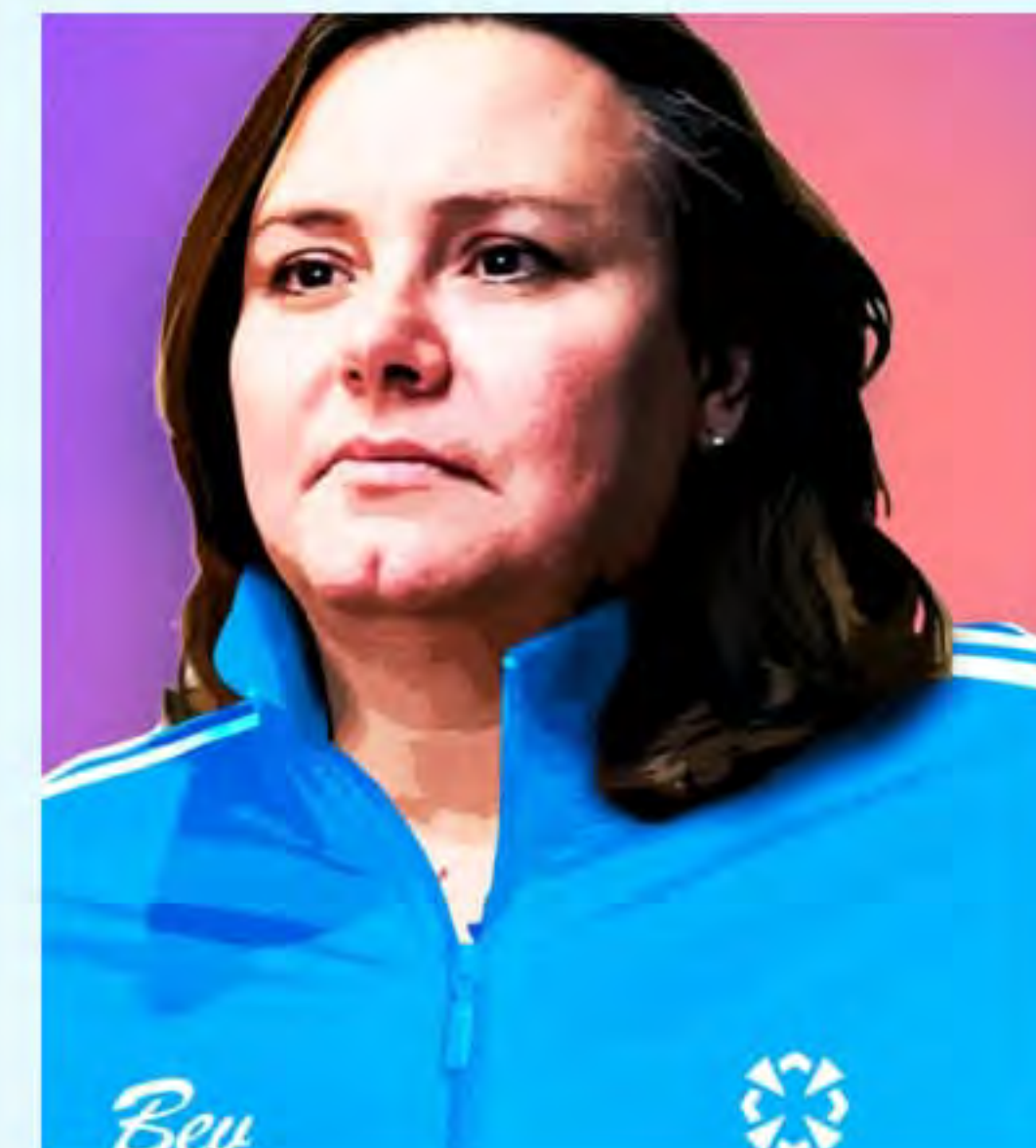
WHAT IT MEANS TO ME **OSCAR QUIROGA**

To better yourself professionally, you need the environment and freedom to do that. MJ has provided me the space to improve my process, my program, and my professional skills to offer the best customer experience.



WHAT IT MEANS TO ME **BEVERLEY BARNES**

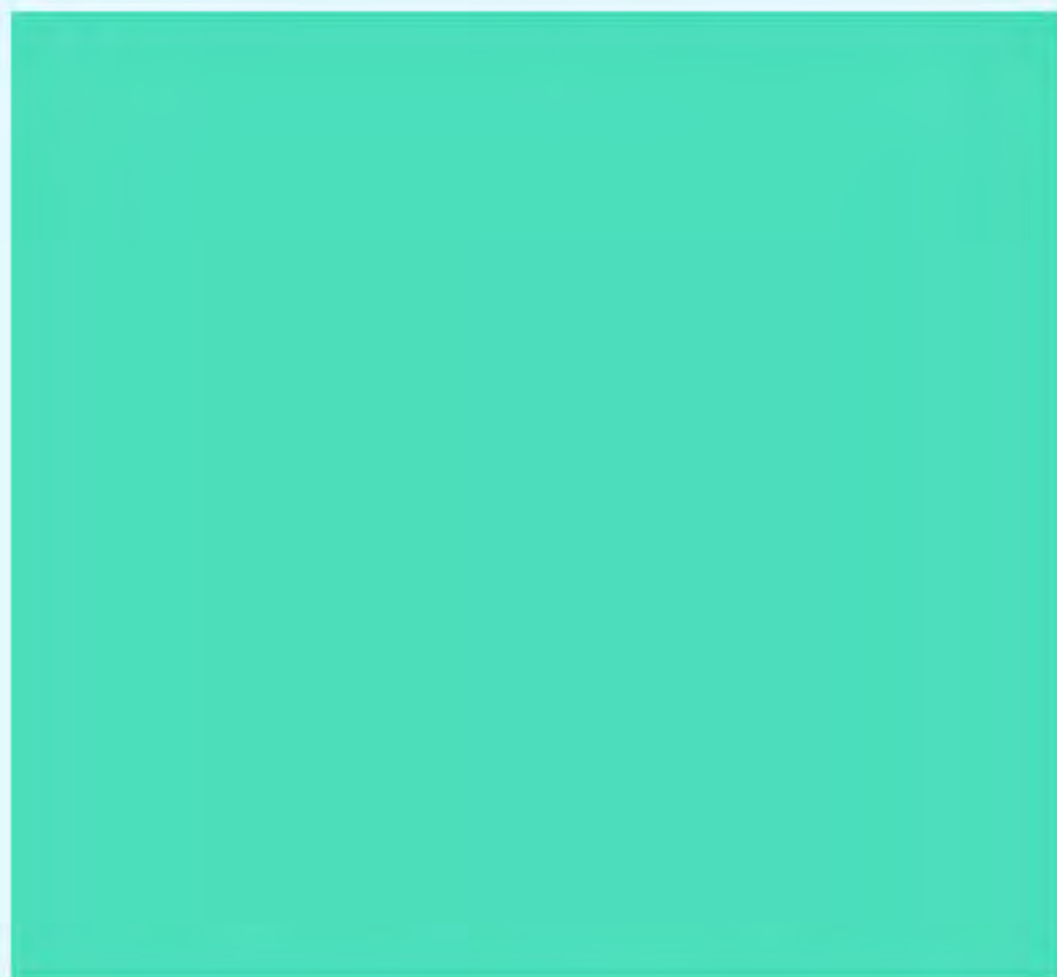
It can be really easy to fall into a “good enough” kind of mindset — always looking for those ways to go that step beyond is how we delight our clients and help them really see the value in the services we provide. Good enough is never enough if you want to set yourself apart from the competition.





Culture Code

3 Push past mediocrity. Beyond the status quo.



WHAT IT MEANS TO ME **KEVIN PHILLIPS**

"If you don't do your best work now, when will you?" A professor said this on the first day of class. It made me commit to doing my best work for every project, and the work I did helped land me a job as a content manager. And now I'm here. If we do our best work now, there's no limit to where it can take us.



Culture Code

3 Push past mediocrity. Beyond the status quo.

It's very easy to be different, but **very difficult to be better.**

— JONATHAN IVE



Culture Code

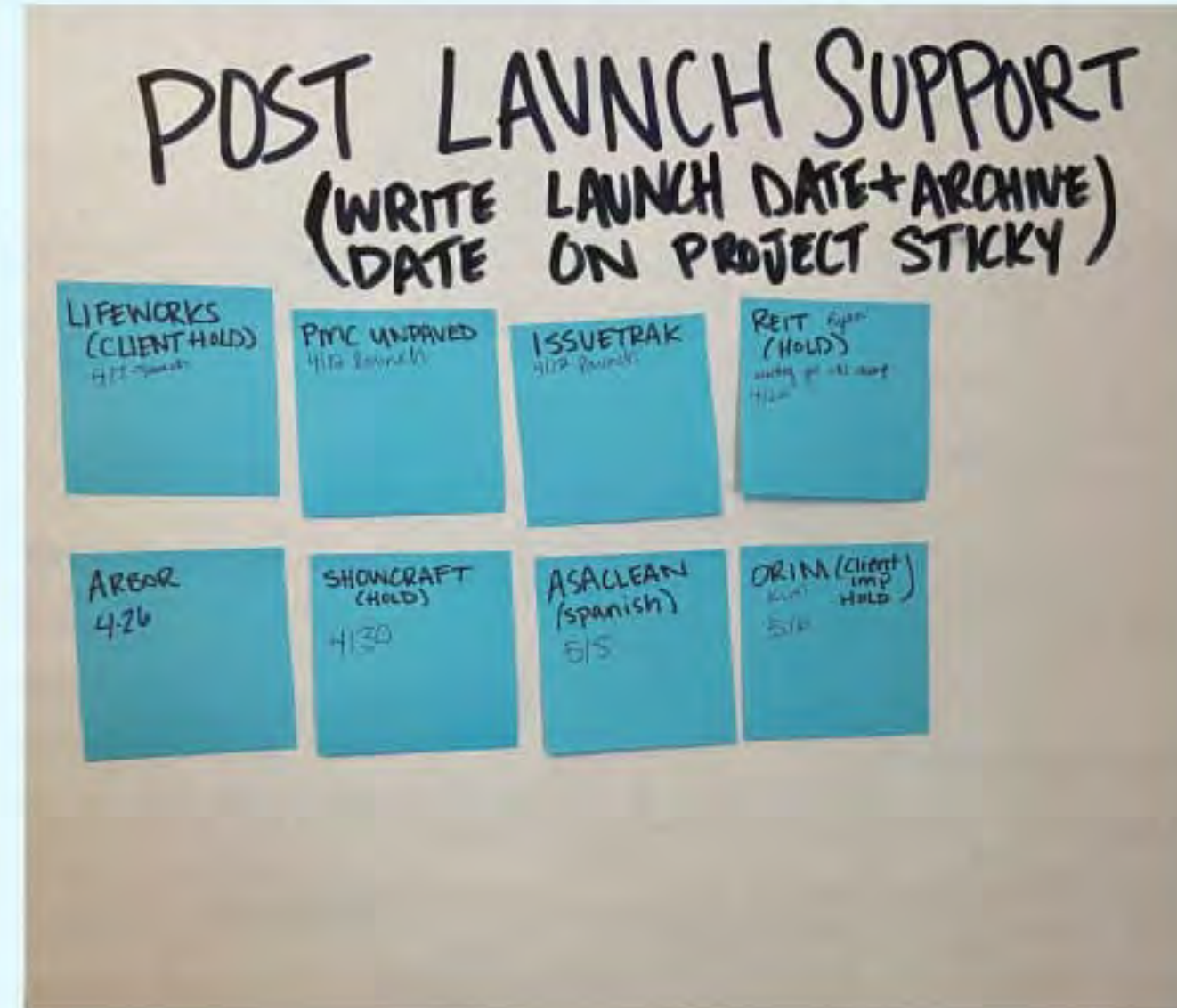
**solve problems.
don't create them.**

4



Culture Code

4 Solve problems. Don't create them.



IN MORE DETAIL

True innovators are passionate about solving problems.

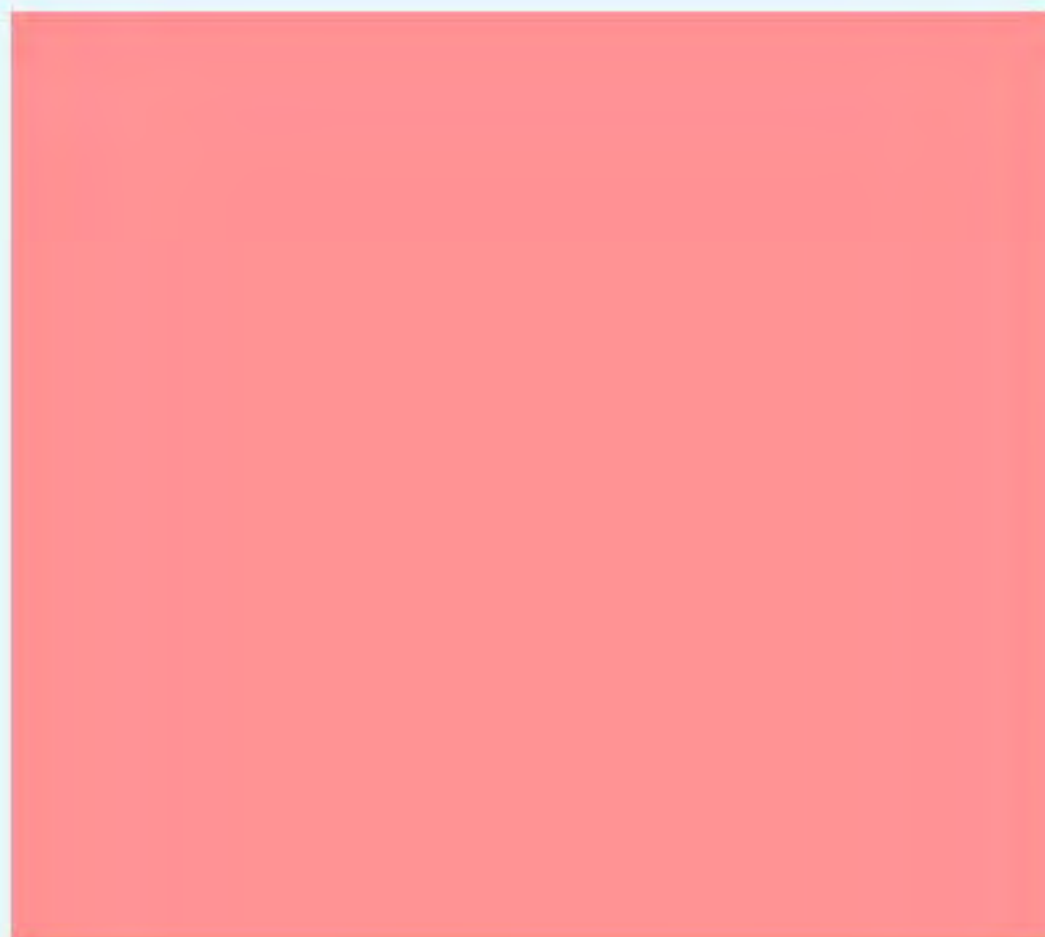
We appreciate individuals who can recognize a problem, and also come up with a suggestion to solve it.

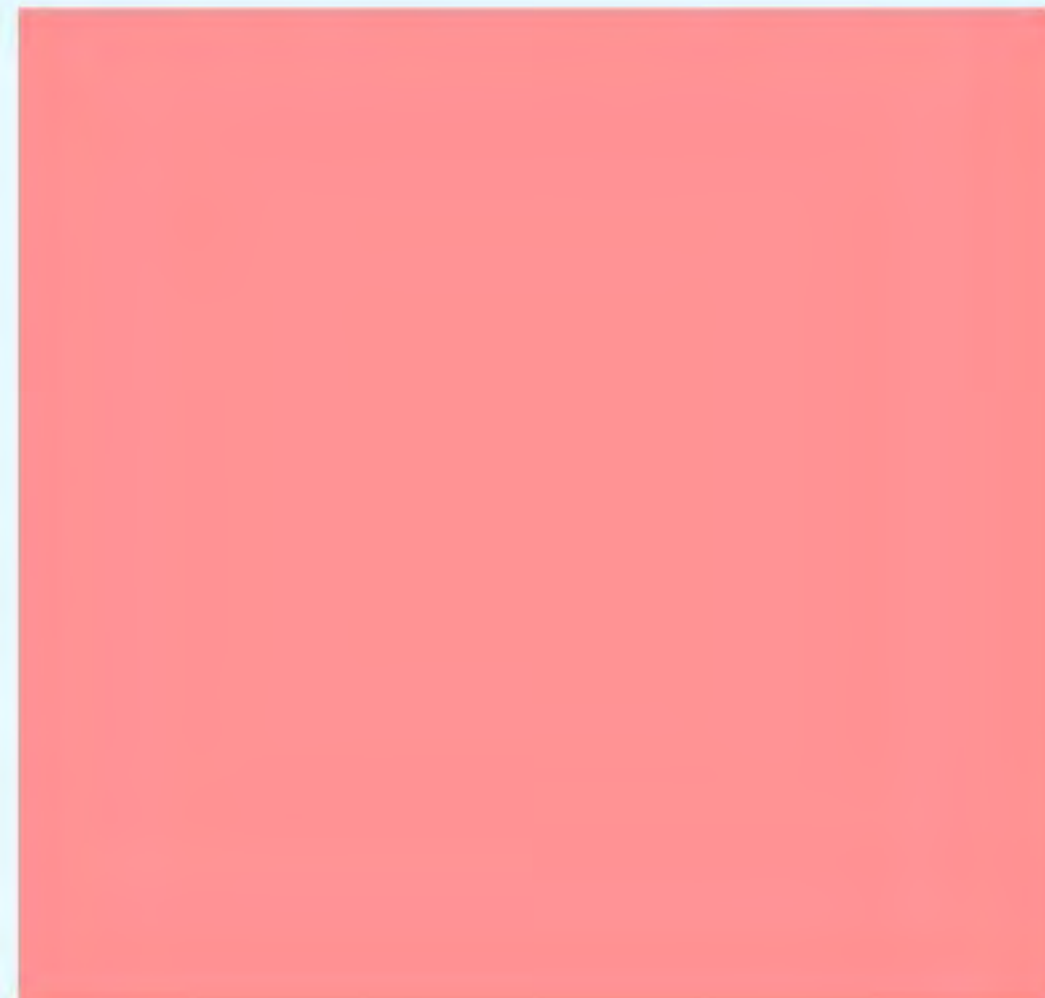
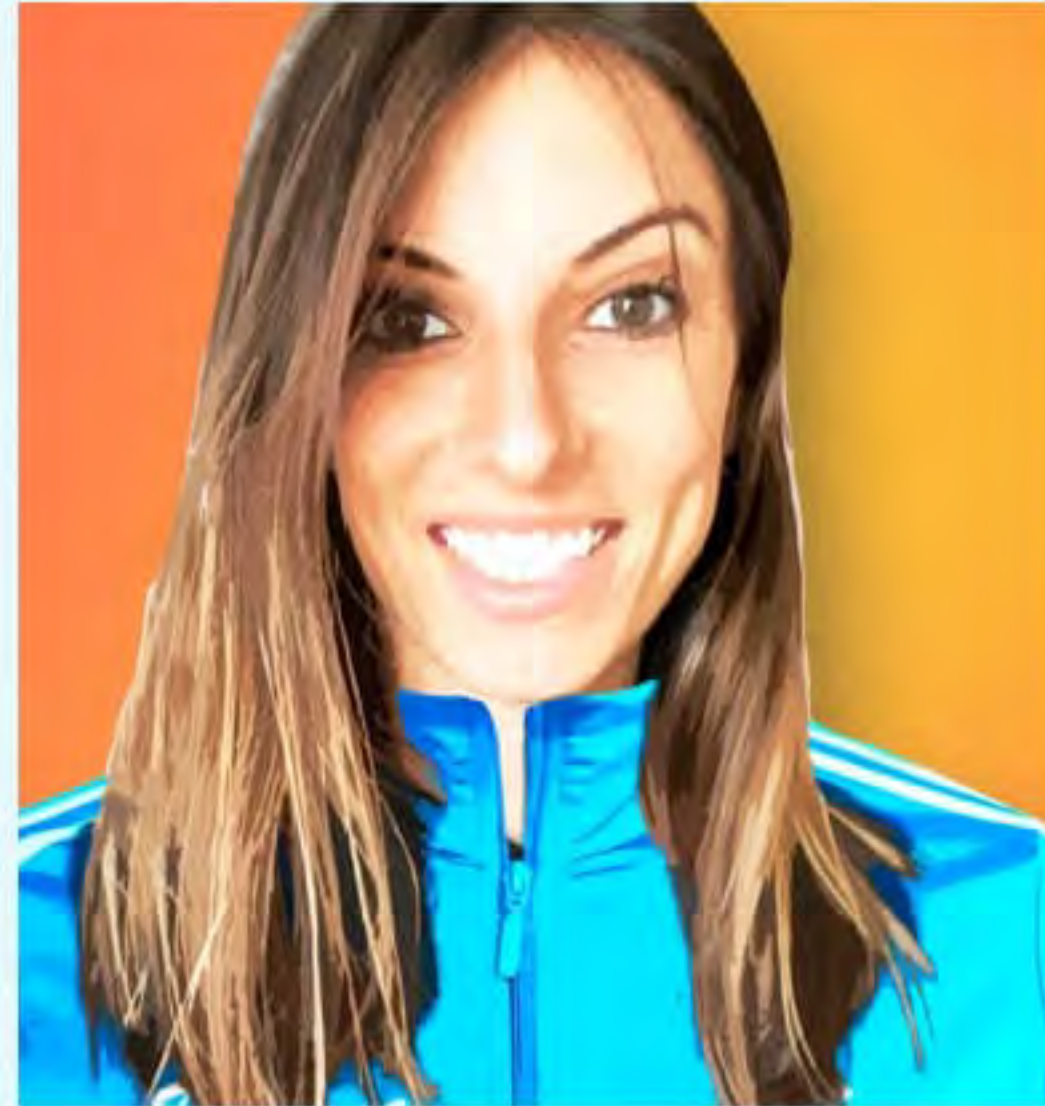




WHAT IT MEANS TO ME **CHARLIE STOKES**

“Solve problems, don't create them” has been my entire purpose since starting at MJ. I see my job being taking others' problems and tailoring a coded solution to that problem.





WHAT IT MEANS TO ME DEANNA POVEC

Too often people want to be involved or feel heard and they do so by intentionally or unintentionally by creating problems. This only adds friction, unneeded complexity, and inefficiency, which takes the focus off of making progress and providing value to the customer.

Ask yourself, am I making work light? Am I helping to solve the problem or am I creating a new ones that derail the focus and value to the client and my team?



Culture Code

4 Solve problems. Don't create them.

#USERLOVE



From the onset, everyone on their team has been fully engaged in supporting me and my business. They've brainstormed creative options, shown me fresh ways to achieve my objectives, updated my look and streamlined my processes. I am not just "satisfied" with their work. I am delighted.

Jill Konrath

Author and Founder of What's Really Possible





There's no use talking about the problem
unless you **talk about the solution.**

— BETTY WILLIAMS



Culture Code

**stay passionate
about the user.**





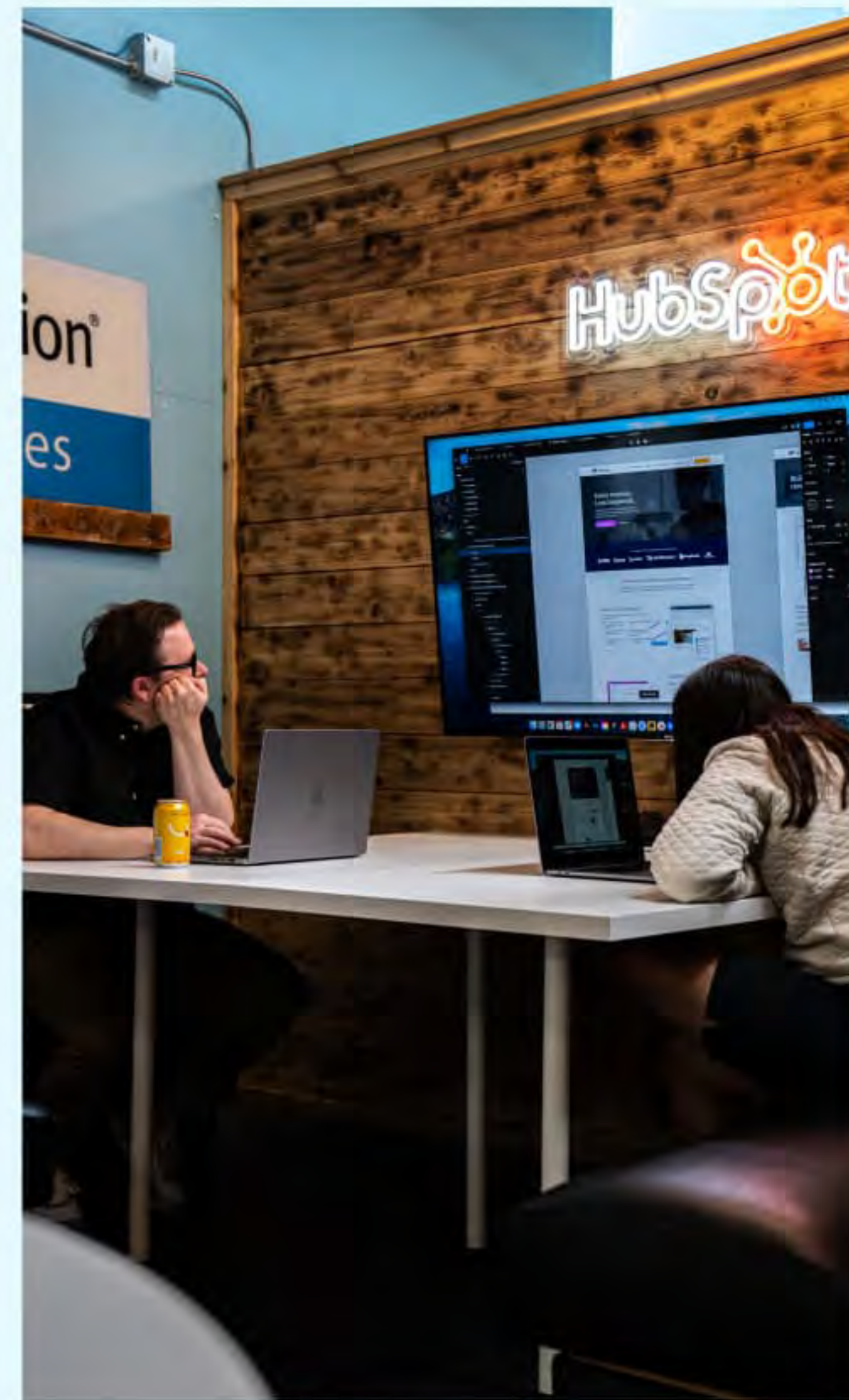
Culture Code

5 Stay passionate about the user.

IN MORE DETAIL

We put the goals of others ahead of our own. Every decision we make is to ensure an exceptional user experience.

- Our strategists focus on the goals of our clients.
- Our designers focus on the goals of site visitors.
- Our developers focus on the goals of the marketers who will update the website.





WHAT IT MEANS TO ME STEVE HOLLIS

One of the little joys I take from this job is when I hear a client say “you really understand our problem”, or “that captured our issues really well”. Putting ourselves in the client's shoes can lead to delightful solutions and better rapport and trust with them.



Culture Code

5 Stay passionate about the user.

#USERLOVE



Media Junction was able to scope our entire project and complete it with total professionalism and care. We have an amazing CRM that now can help us to serve our customers better and have our team members work more effectively. The UX is solid and will only continue to get better over time.

Moreover, the entire MJ team was a pleasure to work with. They serve their customers with kindness and care, as you can genuinely tell they want to do the best possible job.



Chris Villanueva

Let's Eat, Grandma



Life's most persistent and urgent question is,
what are you doing for others?

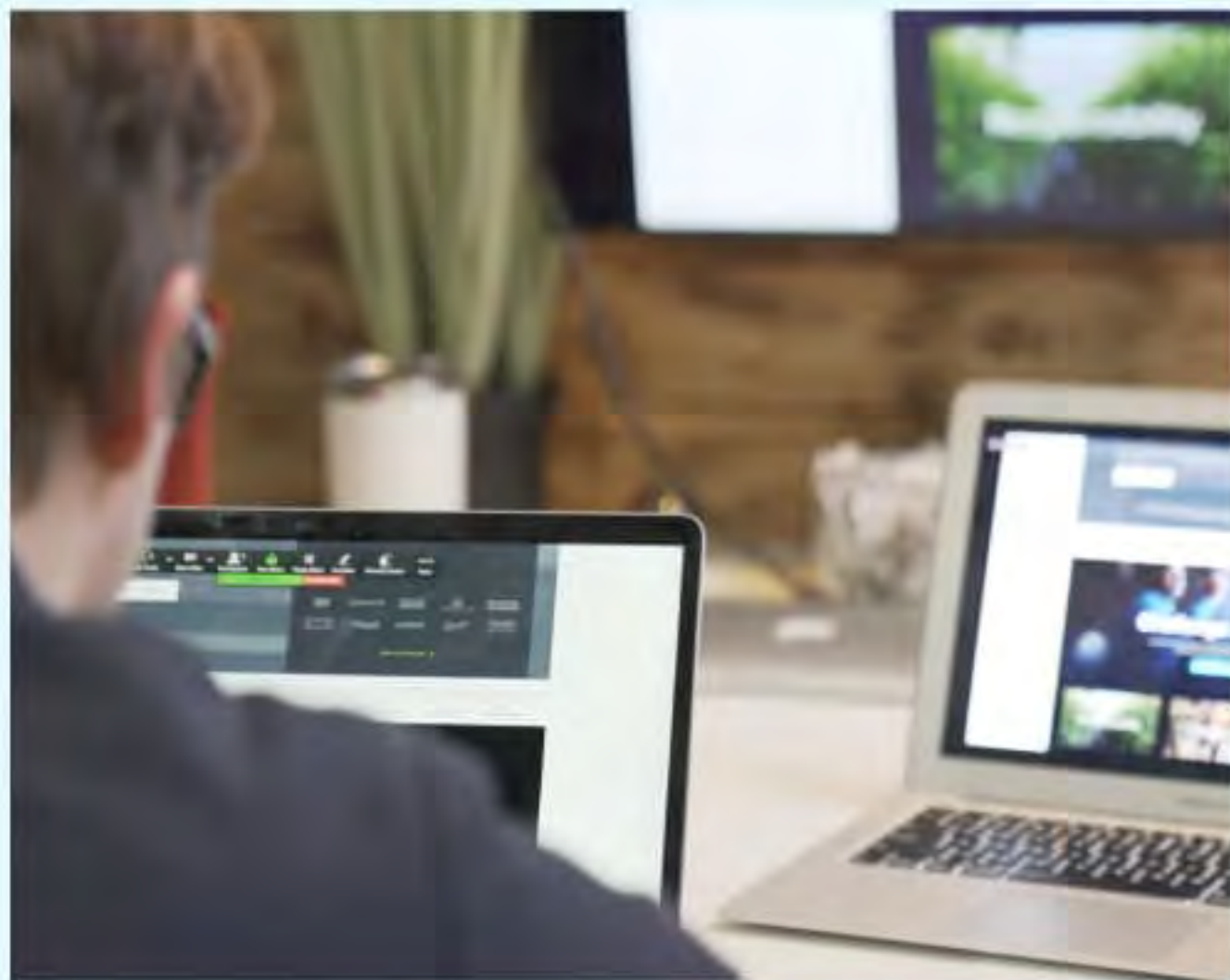
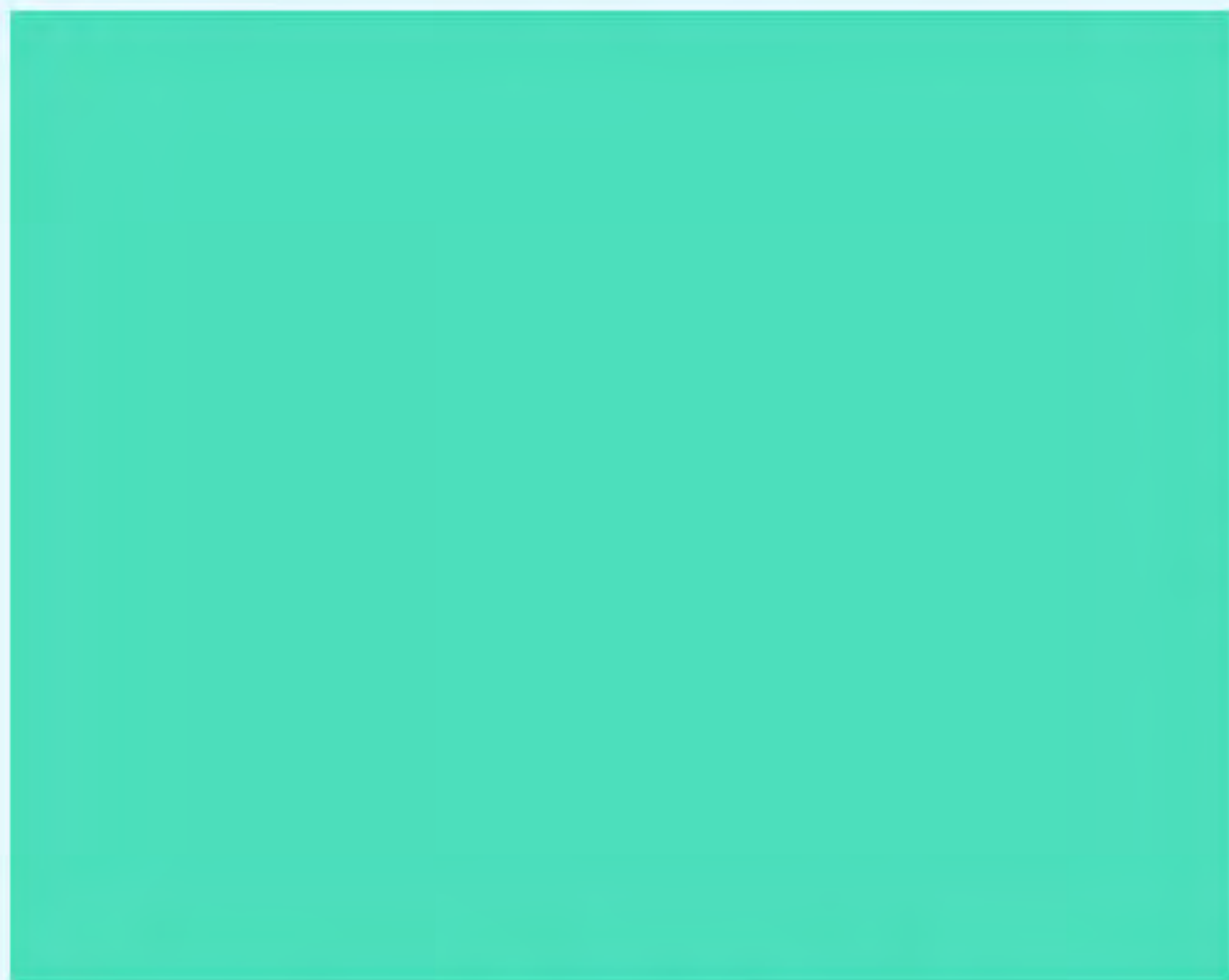
— MARTIN LUTHER KING, JR.



Culture Code

**communicate clearly.
listen intently.**





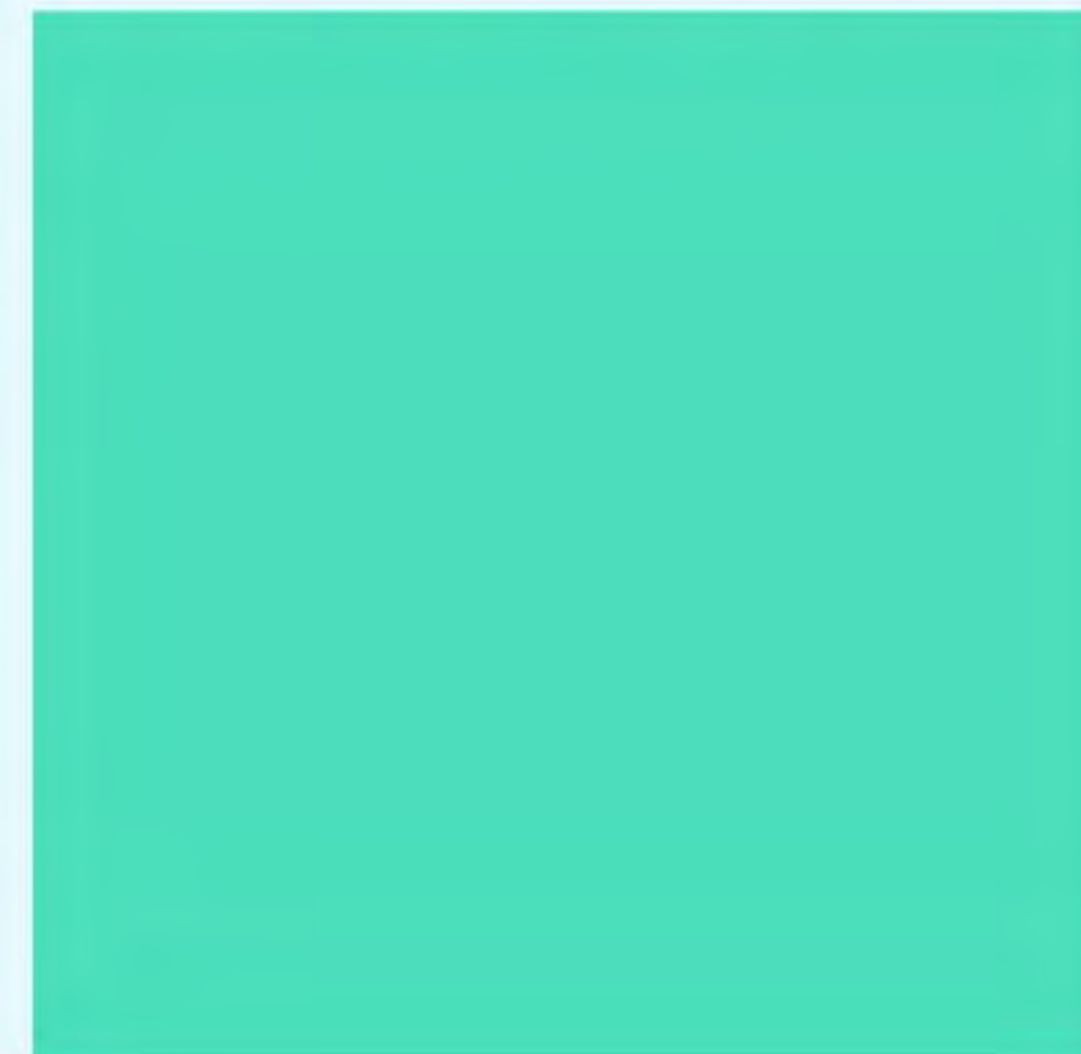
IN MORE DETAIL

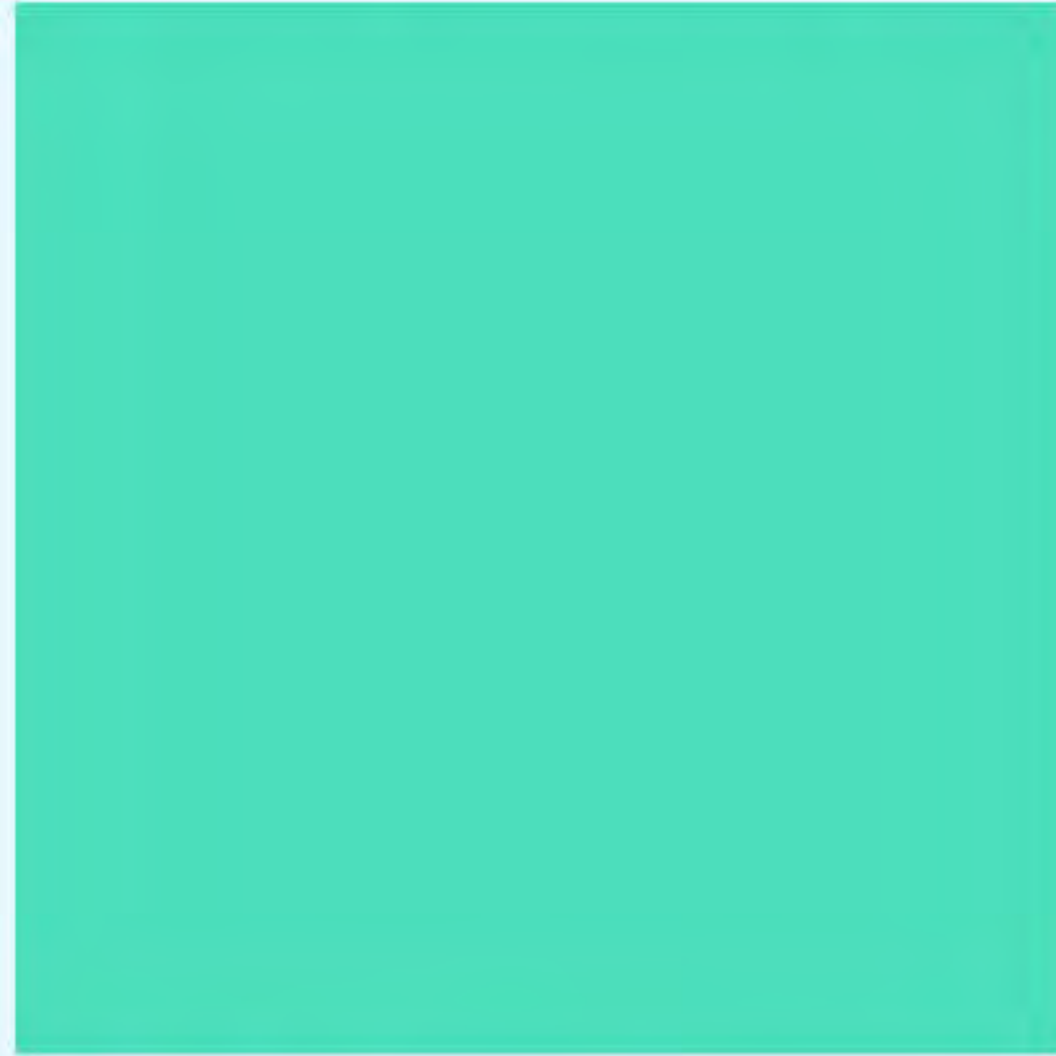
Communication is more than just expressing thoughts clearly. We appreciate people who also seek to understand where others are coming from and who look for the best ways to get a message across.



WHAT IT MEANS TO ME **CHELSEA COOPER**

Communication is key to what we do at MJ — we're constantly collaborating and referring to our teammates' expertise to uncover the best approach. I have the joy of watching our entire company rely on each other's strengths to make each project just a lil' more magic than the last.





WHAT IT MEANS TO ME **KIM WILCOX**

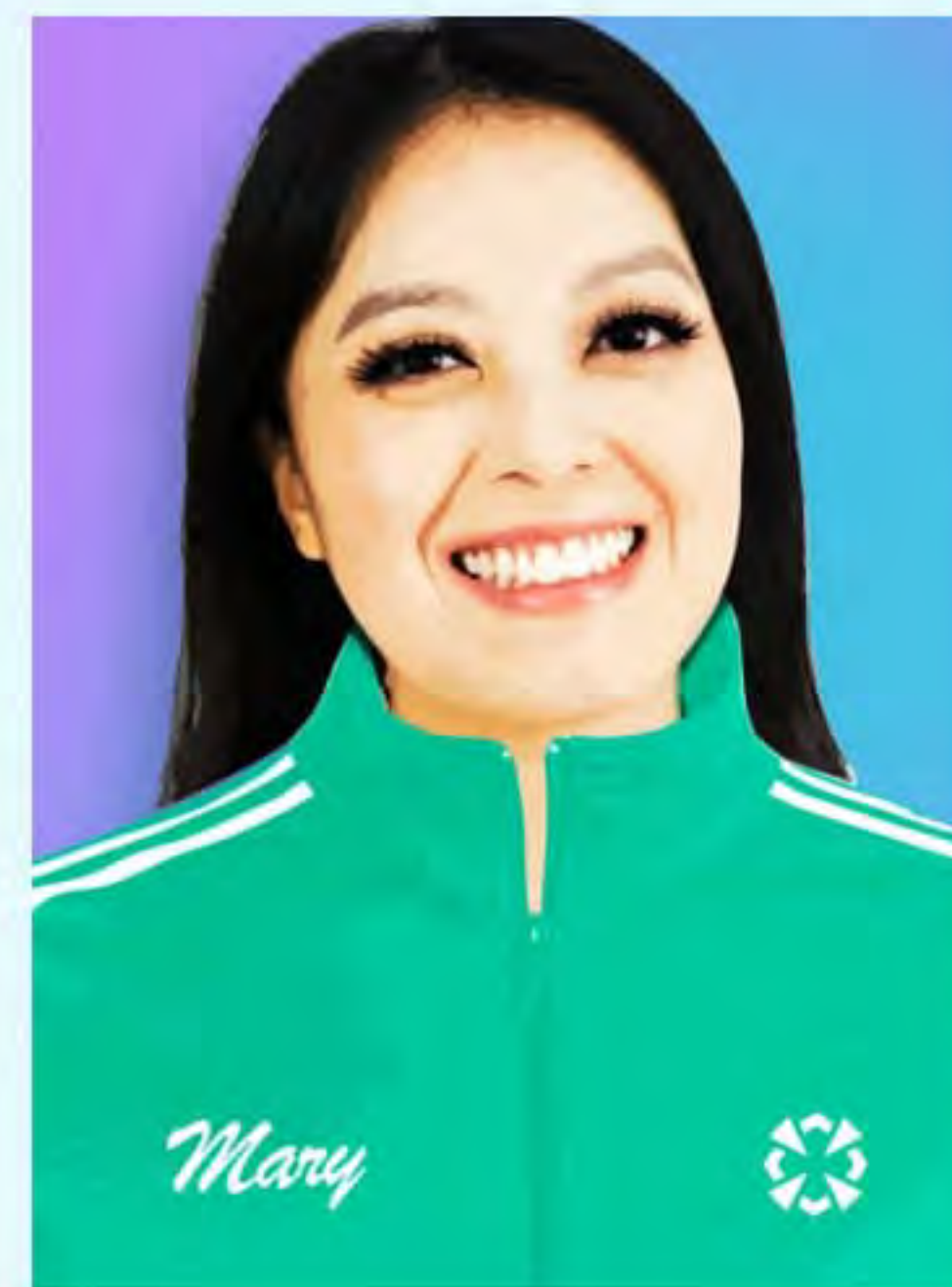
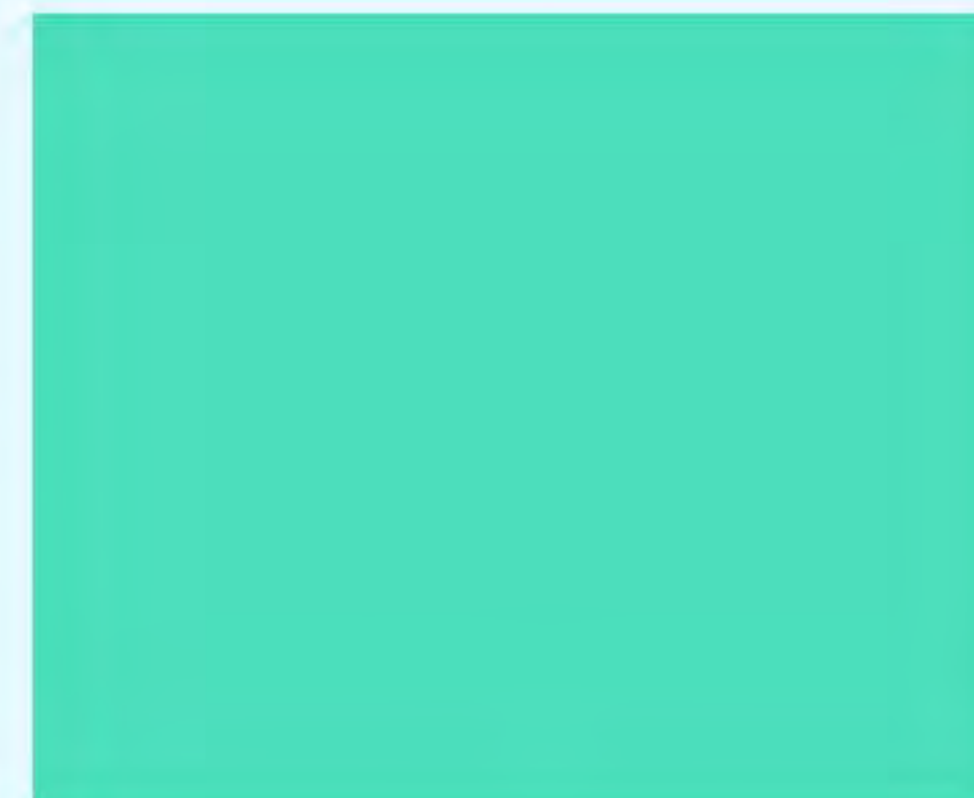
Communicating clearly is about defining expectations and making sure everyone has a clear understanding of any takeaways. I feel something is clearly communicated when everyone knows what the next step is, who is responsible for each part and when the deadlines are.





WHAT IT MEANS TO ME **MARY VANG**

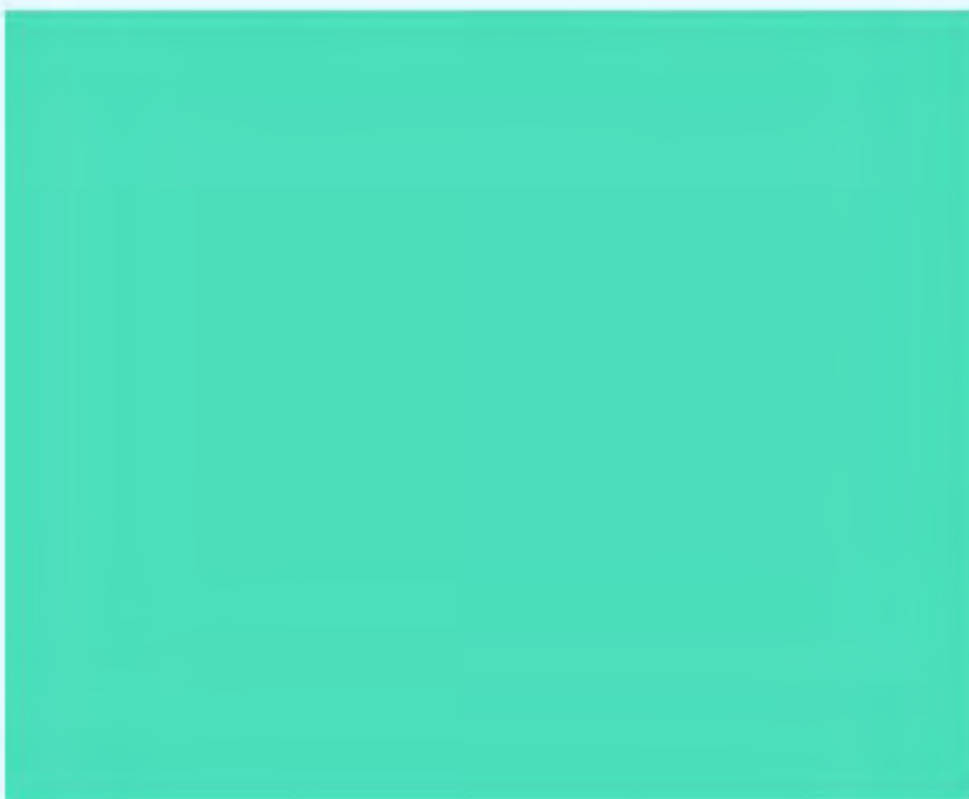
I think it's important that we listen to each other so we have a better understanding of everyone's diverse experiences and circumstances. It's easy to make negative assumptions when things go wrong, but I believe that if we listen intently and communicate clearly then we will be able to work together and reach our goals.





Culture Code

6 Communicate Clearly. Listen intently.



WHAT IT MEANS TO ME **ZANDER KETCHUM**

Listening intently is about taking the time to understand where someone is coming from and doing your best to hear them fully and act accordingly.

It's important to ensure everyone keeps going and feels confident doing so — especially confident to be able to ask anyone anything.



Most people do not listen with the intent to understand;
they listen with the intent to reply.

— STEPHEN R. COVEY



Culture Code

**trust in our team's
collective expertise.**

7



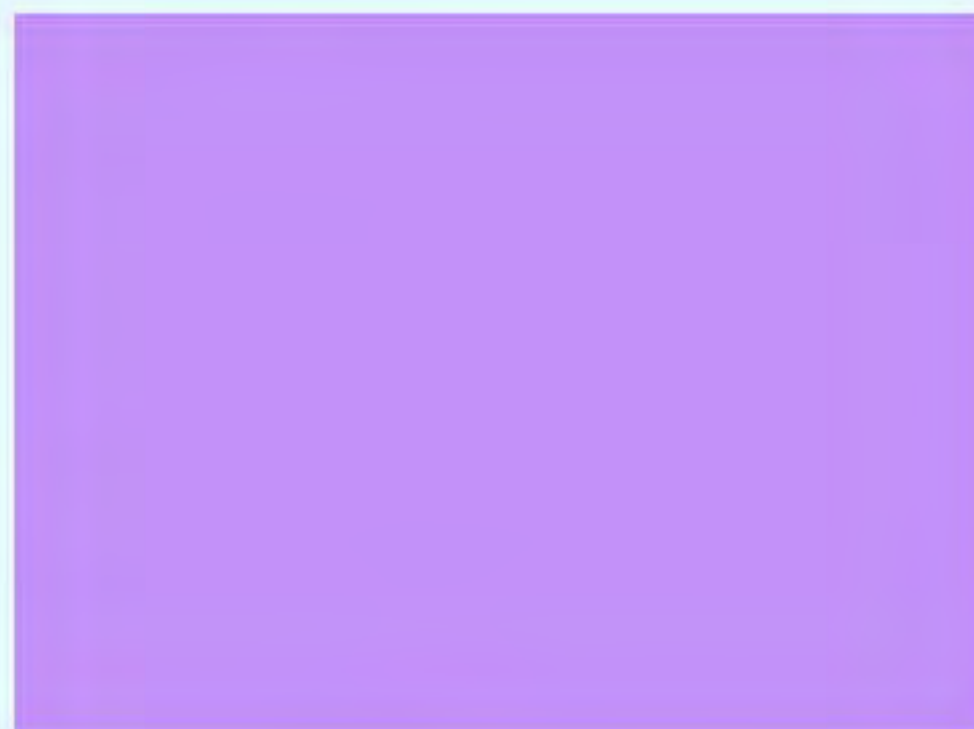
Culture Code

7 Trust in our team's collective expertise.

IN MORE DETAIL

Not everyone can be an expert at everything. We don't expect that. What we expect is that each person brings their expertise to the team and that everyone works together with an open and collaborative mindset. Together we are greater than our individual parts.





WHAT IT MEANS TO ME **TRISH LESSARD**

It's the comfort in knowing that I don't need to know everything. It's not having the answer but knowing someone else on the team does. It gives me the confidence to say "yes we can." You can only do this when you can trust and rely on the team's collective expertise.



Culture Code

7 Trust in our team's collective expertise.

#USERLOVE



What I believe sets Media Junction apart is that everything they do clearly goes through strategy and careful consideration. Even with things as small as how they created a minute line as part of our logo had major implications and helped me paint the vision to senior leaders.

Every time they develop something that requires review, it's always clearly stated, well positioned, and thoughtful which makes my job easier!



Andrea Williams

CXApp



Never doubt that a small group of thoughtful, committed citizens
can change the world; indeed, it's the only thing that ever has.

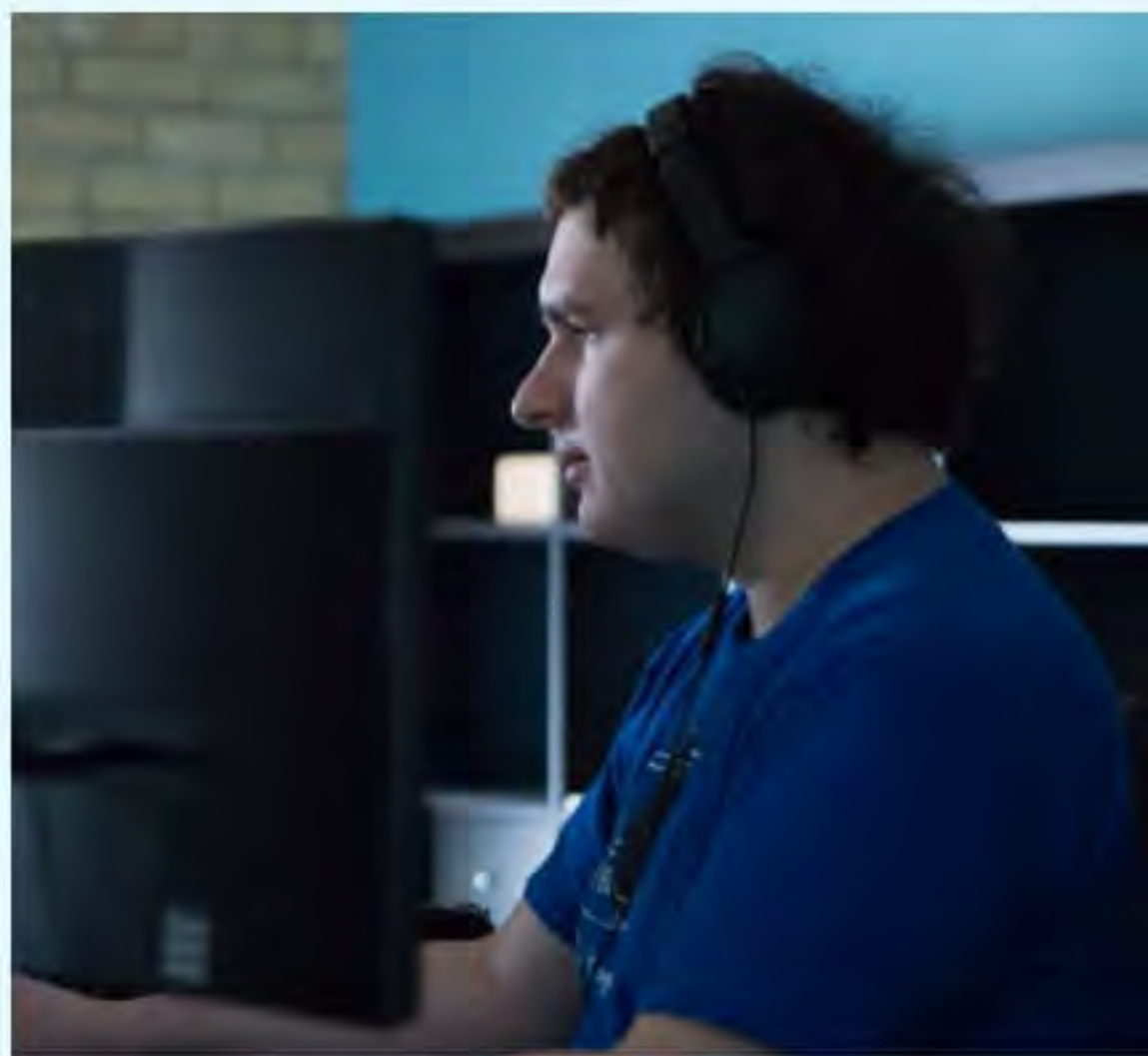
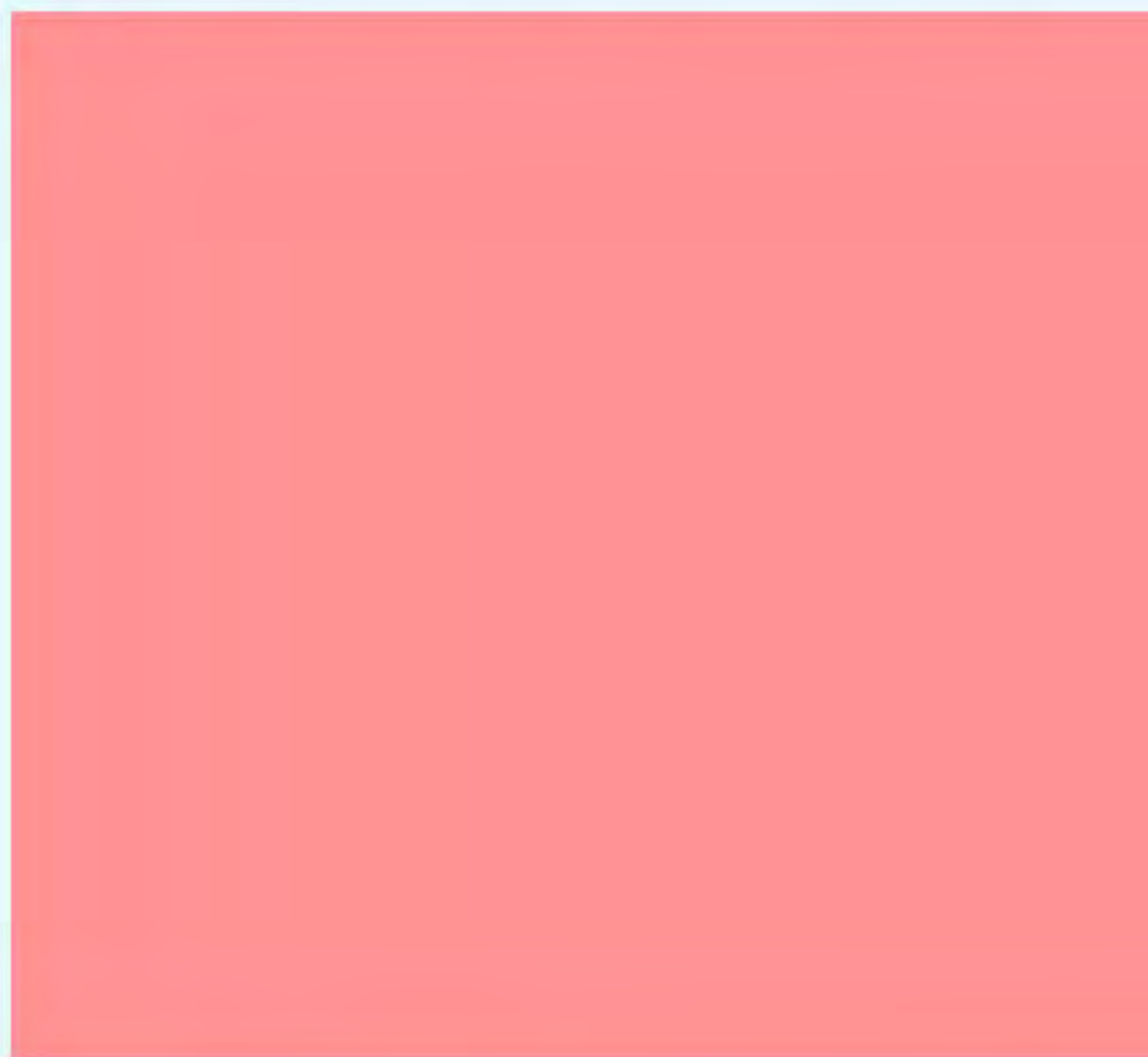
— MARGARET MEAD



Culture Code

**default to a
purposeful approach.**





IN MORE DETAIL

A purposeful approach means finding the most productive and efficient ways to achieve the desired outcome.

Instead of focusing narrowly on the project at hand, we try to always keep our mind open to look for new ways to serve our clients better and be more efficient at the same time.

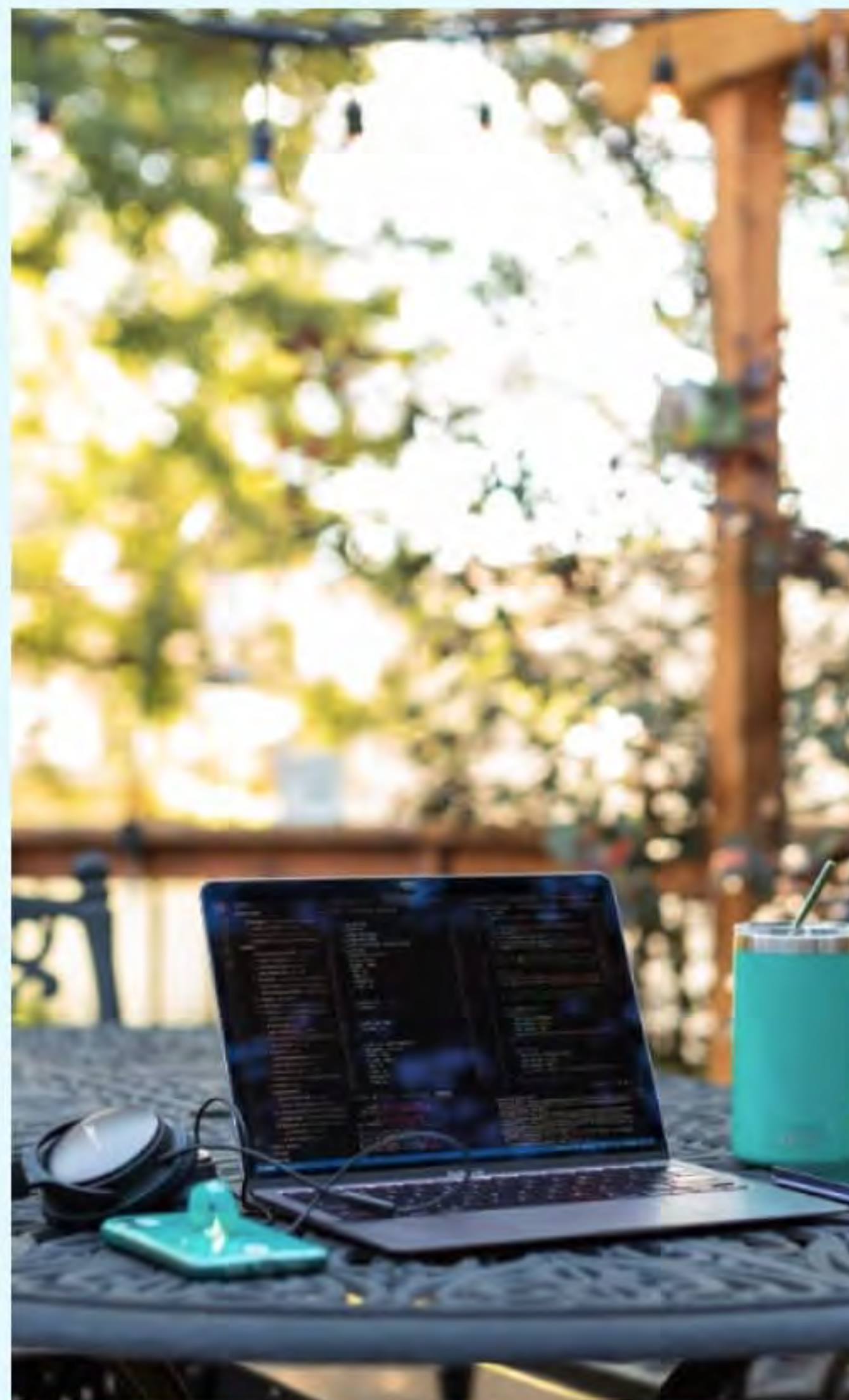


Culture Code

8 Default to a purposeful approach.

WHAT IT MEANS TO ME **NISSA THUMANN**

I work by future-proofing and anticipating how clients may want to use our resources later on, even if we don't have a clear direction. It's important to set our clients up for success so they feel confident working with our product beyond the site launch.





Culture Code

8 Default to a purposeful approach.



#USERLOVE

“

The biggest take-away from my experience is that the Media Junction team does not simply fix these areas of opportunity, they will equip you with the tools to do it yourself and continue to do it in the future.

Kaitlyn Willwerth

OnPoint Nutrition



When you're surrounded by people who share a
passionate commitment around a common
purpose, **anything is possible.**

— HOWARD SCHULTZ



Culture Code

**embrace your
inner weirdness.**



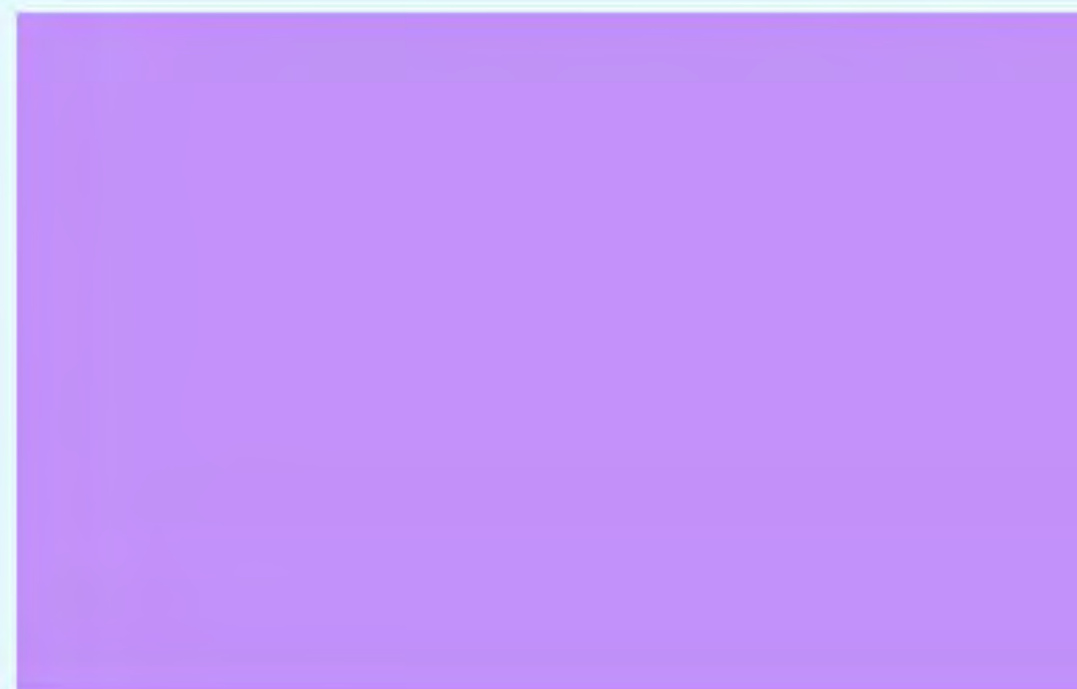
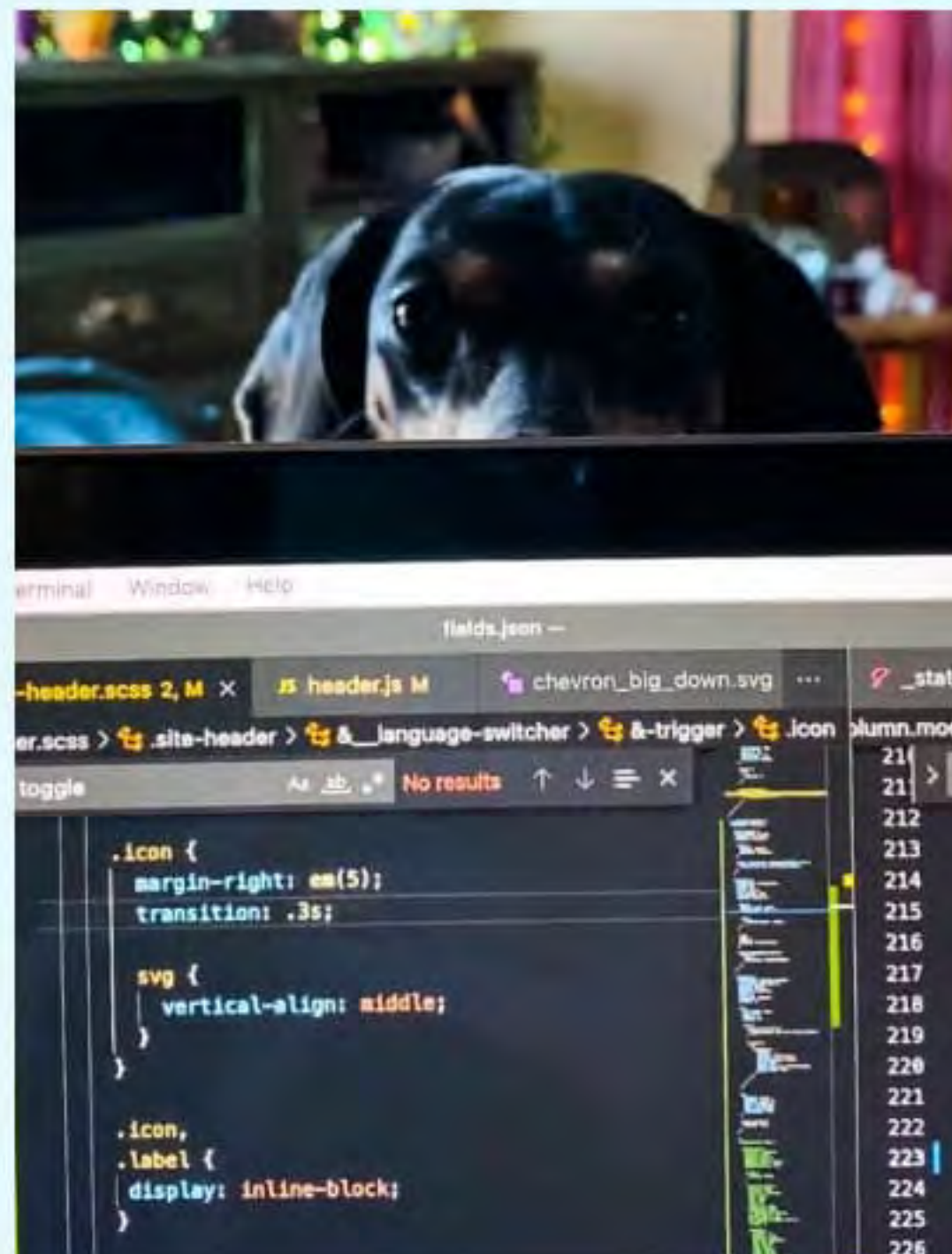


IN MORE DETAIL

Embracing our inner weirdness means accepting that we're all individuals that come together as a company with a unique identity.

Instead of hiding who we are under corporate personas, we engage authentically with each other and our customers, which in turn gives them the space to be authentic with us.





WHAT IT MEANS TO ME [NISSA THUMANN](#)

I love working here because I'm able to go from being completely focused and mute for 24 hours to sharing non-stop stories about my two mini dachshunds or talking about my latest art projects.



We are all wonderful, beautiful wrecks.
That's what connects us — that we're all broken,
all beautifully imperfect.

— EMILIO ESTEVEZ



Culture Code

**resourcefulness
is an expectation.**

10



Culture Code

10 Resourcefulness is an expectation.



IN MORE DETAIL

Resourcefulness means working independently to reach the best outcome in the most efficient possible way.

It's about exploring ways to continually improve ourselves and our processes, and always looking for new ways to better serve our clients.



WHAT IT MEANS TO ME **RYAN VONBERGEN**

Resourcefulness to me means diving headfirst into a problem and figuring out how to solve it. We don't always know the direction we're going in, so it's important to know how to educate yourself and learn to use all the tools at your disposal.





WHAT IT MEANS TO ME **TONY BUENO**

Resourcefulness to me is not knowing an answer to the problem but being creative on how to solve it even when it seems impossible to achieve. Always leveraging your skills and knowledge to find the best solutions to an issue and sometimes asking for help is a skill that shouldn't be ignored.



Some people want it to happen,
some wish it would happen,
others make it happen.

— MICHAEL JORDAN



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