

# The Agency Culture Matrix

Plot where your agency falls within the matrix -  
*What description best aligns with your agency values?*

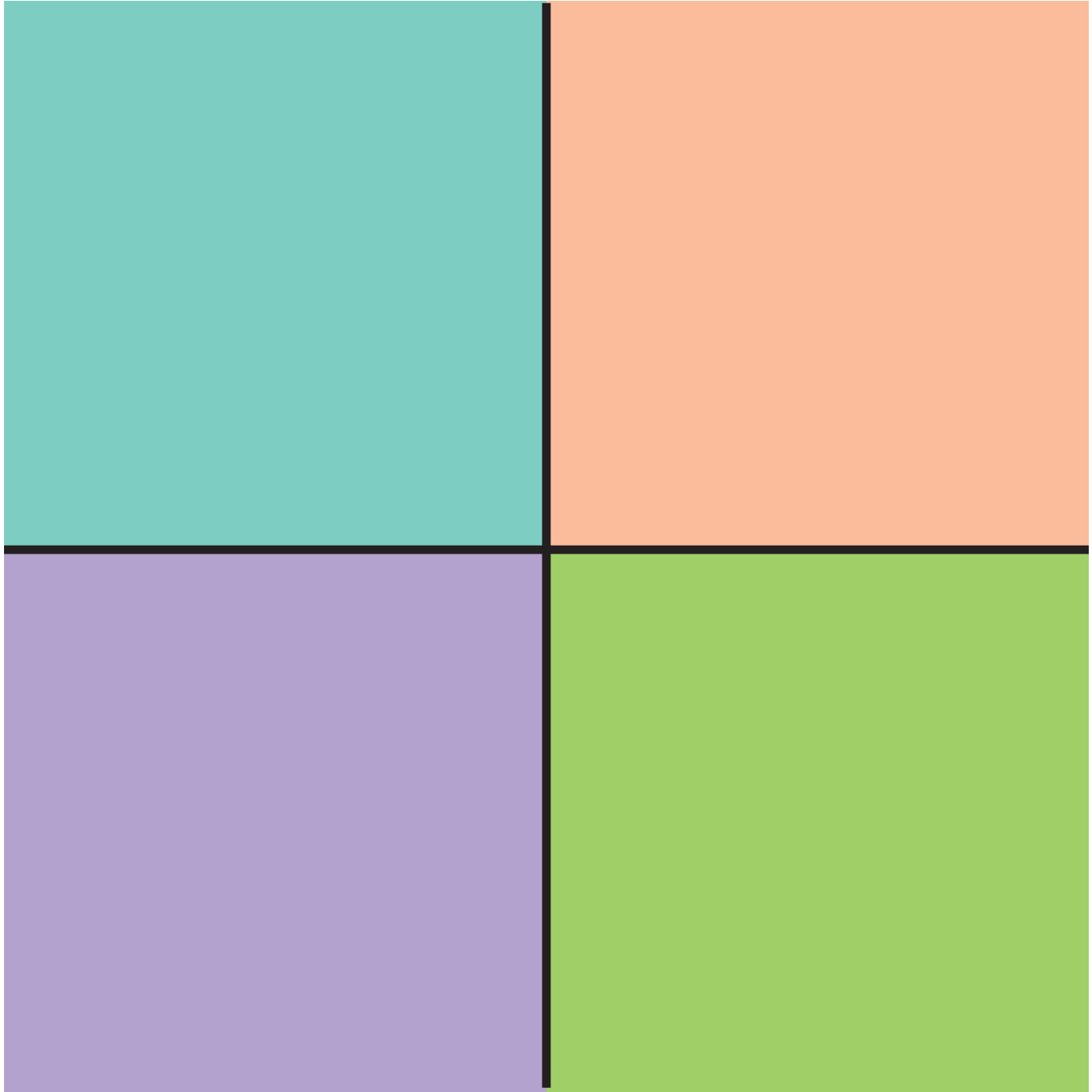
**Collaborative/Social**  
Cooperative, considerate,  
agreeable, fair, socially equitable

**Agility with an Edge**  
Creative, experimental,  
risk-taking, autonomous, responsive

FLEXIBLE

INWARD

OUTWARD



STABLE

**“The Company Way”**  
Economical, formal, rational,  
orderly, obedient

**Giving Our Best to Grow**  
Competitive, perfectionist,  
aggressive, diligent, personally proactive