



HELPING COLLEGES GROW **SINCE 1995**  
(954) 764-2630 | [mdtmarketing.com](http://mdtmarketing.com)

**MDT Vision:** To create a world-class marketing and technology company, which creates customized relevant communications that improve people's lives.

**MDT Mission:** To utilize marketing and technology systems, customize and automate communication processes, and create digital marketing campaigns; all to help clients gain the competitive-edge they need to exponentially accelerate profitable revenues.

**Our Why:** Knowing that the work that we do has a positive impact on those that we touch.

**MDT Culture:** Our organization's culture must always incorporate the values, business practices and activities that will help us fulfill our vision, mission and sense of purpose. The list below will help guide you in everything you do on behalf of the company and our customers.

- 1. Hiring** – It's never the What. It's always the Who. Create a specific job description before hiring. Do not rush to hire and most importantly, make sure the people we hire are aligned with the values that make MDT great.
- 2. Diversity & Inclusion** – Always maintain a diverse team of people through our hiring, our developing of talent, and the managing and promotion of our people; as diversity and inclusion makes us better.
- 3. Exponential Growth-Thinking** – Train your mind and your team to focus on exponential growth. Consider solutions that produce a network effect and exponentially accelerating returns for both MDT and its customers.
- 4. Embracing "Dynamic Stability"** – Embrace professional growth, change and flexibility; and continually be in the state of dynamic stability, as staying on top of your game insures that MDT will always do the best for its clients.
- 5. Research, Development & Education** – Spend time each day on learning and research, idea and product development, and improving your personal skill-sets.
- 6. Clients** – Only work with clients that align with our values, so our team's sense of purpose is never compromised.
- 7. Customers First** – Focus on customer success—for in the long-run, doing what is right for customers will pay off for you, our company and society.
- 8. Simplifying Lives** –Your job is to make it easy for customers to do business with MDT as we help them reach their goals and achieve success.
- 9. Transparency/Ethics** – Be clear with clients how we handle their business and never do anything that has the possibility of tarnishing your reputation, MDT's reputation or that of our clients.



- 10. Decision Making** – The only way to achieve accelerating growth is for MDT to have distributed decision-making throughout the organization. You are accountable for making decisions within the parameters of your responsibility.
- 11. Data and Systems Security** – Always utilize state-of-the-industry security protocols. Continually look for ways to improve our systems and make our team aware of potential threats or vulnerabilities. And never work with anyone outside of MDT without contracts that protect MDT and its customers.
- 12. Confidentiality** – Assume all information learned as an MDT team-member is confidential. And never reveal confidential information outside of MDT to anyone who does not have a confidentiality agreement in place is not under contract to execute an MDT or Client project or service.
- 13. ROI** – Clients hire MDT to improve their ROI. Always be testing, measuring, learning and iterating to achieve maximum client results.
- 14. Minimal Viable Product** – Start small, no matter how good an idea seems. Roll it out only when an idea has proven itself a success.
- 15. Being Proactive** – It is your job to be proactive in your approach to our clients' needs and the work you do for the company.
- 16. Cost-Effectiveness and Efficiency** – Look for ways to scale without sacrificing client satisfaction and results.
- 17. Problems/Ideas** You are accountable for presenting ideas, adding to discussions and speaking up when you disagree or have a differing opinion.
- 18. Honoring Commitments and Delivering World-Class Customer Service** –Do what you say you're going to do—in the time-frame that was promised.
- 19. Handling Mistakes** – Everyone makes mistakes. Never point fingers. Focus on solutions; and where necessary, implement process improvements that will avoid similar future errors.
- 20. Providing Physical Evidence** –Continually provide clients with “physical evidence” of the work we are doing on their behalf.
- 21. Delivering Value, not a \$6 Haircut** – Always deliver quality.  
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