

# MAKE IT GREAT

Life at Ten Adams.

**WELCOME**  
**WE ARE TEN ADAMS**  
**LIVING THE BRAND**



WELCOME





## LET'S BUILD SOMETHING AMAZING.

### Welcome to the Ten Adams Culture Book.

We pride ourselves on a simple foundation of being helpful and doing great work. We work hard to create an environment that breeds creativity and inspiration — and our culture is nothing without the people behind it.

When I think about our creative product, which has always been the core of our organization and the strength we've historically focused on, it sets the bar high for new and future services -- bringing more value to the healthcare space. We continually look to grow and refine all of our services to the highest level in healthcare. To accomplish this, we need a team that understands quality and is driven by delivering superior work on a daily basis.


Over the last 25+ years, every single person who has been a part of Ten Adams has made an impact on our culture — including those who came before me, those who have since gone, and those who are still here. As we continue to grow our team and invest in our culture, it's critical to find the right fit to align where we're evolving as an organization.

We're always on the hunt for those who use each day as an opportunity to improve. We challenge each other to be our best and define great work as being better tomorrow because of the work we've done today. We hope you'll consider joining us as we continue the pursuit for excellence for our clients, our company, and ourselves.

Jon Headlee

*President*



A large, historic brick building with a prominent tree in the foreground and a black iron fence. The building is a three-story structure with red brick walls, white trim, and a dark wooden door. A large tree trunk is visible on the left side of the frame. The text is overlaid on the left side of the image.

WE MAY WORK IN A 120+ YEAR OLD BUILDING,  
BUT THERE'S SOME INCREDIBLY FRESH THINKING  
HAPPENING INSIDE THESE WALLS.

## FOUNDED IN 1985

Ten Adams gets its name from our original location, around the corner, at 10 Adams Avenue in Evansville's historic Preservation District.

## THE POWER OF TEN

Once just an address, the '10' now represents our collective ability to perform to the **Power of Ten** transforming our people, our clients and our company.

WE ARE  
TEN ADAMS





A thin, vertical orange line is positioned on the left side of the slide, extending from the top to the bottom.

# We Believe

Be helpful and do great work.



## MISSION

To be helpful and do great work, guiding health-focused organizations to understand and fulfill their purpose.

## VISION

To be better today than we were yesterday, and plan to become even better tomorrow.





# We Work

Half logic. Half imagination. 100% brainpower.

## VALUES

These are the values we look for, and reward our team members for, at Ten Adams:

- Have Integrity
- Be Collaborative
- Strive to be Excellent
- Be Accountable



**HAVE INTEGRITY**  
Do the right thing.





**BE COLLABORATIVE**  
Work well with the entire team.

**STRIVE TO BE EXCELLENT**  
Deliver your best.







## **BE ACCOUNTABLE**

Do what you say you will do.





# We Transform

Experience the power of 10.





To succeed here, one continually refreshes their perspective. You start each day knowing it's the first day of the rest of your career. We focus our mindset on making an impact in three integral ways.

## **TRANSFORMATION OF OUR:**

**1. PEOPLE**

**2. COMPANY**

**3. CLIENTS**



# I. TRANSFORMATION OF PEOPLE

## LEAVE A BETTER PROFESSIONAL THAN WHEN YOU STARTED.

For our team members, that transformation happens daily. As individuals, we seek every opportunity for improvement — to stretch ourselves just a little bit further, to cultivate our expertise, to explore our capabilities, to expand our network of resources — to leave the office at the end of the day just a little bit better than when we arrived that morning.





### **CAREER ADVANCEMENT**

The evolution of roles and responsibilities through growth and goals.



### **INDUSTRY EXPERTISE**

The cultivation of healthcare strategists.



### **SPECIALTY EXPERTISE**

The development of specialty skill sets.



### **PURSUIT OF PASSION**

The encouragement to nurture personal interests.

### **BALANCE**

The inspiration to explore something new.



### **WELL-BEING**

Supporting total employee wellness through better health, financial planning, and social opportunities.



*At Ten Adams, we're always pushing our clients to be the rockstars we know they are. Thankfully we practice what we preach and grow through taking risks — even failing at times — but always advancing our skills and benefiting our clients in the wake of investing in ourselves.*

**ANNA JORDAN | OPERATIONS**





## 2. TRANSFORMATION OF COMPANY

### ENABLE TEN ADAMS TO REALIZE ITS FULL POTENTIAL.

For our company, transformation begins with a collective drive to always exceed expectations. We pull from the power that lies within our team, using collaboration to exponentially expand our potential. And we transform team members into leaders through an uncompromising growth-mindset that makes us more than ready to weather any changes the industry will bring.





**COMMUNICATION**

Cultivate collaboration across teams and departments.

**LEADERSHIP DEVELOPMENT**

Foster an environment that breeds leadership at all levels.

**FINANCIAL DEVELOPMENT**

Exceed our financial goals for revenue, margin, employee bonuses and company profit.

**PROCESS EXECUTION**

Incorporate a solid organizational structure, systems and processes that are understood and embraced by all to maximize efficiency.





#### **COMPENSATION INCENTIVES**

A model that rewards “thinking” and quality work that gets results for our clients and makes business more effective and profitable.

#### **NATIONAL BRAND RECOGNITION**

Build and maintain a strong nationally recognized brand identity as a preferred healthcare organization.

#### **UNDER PROMISE AND OVER DELIVER**

Do what we say by delivering more than is expected in a way that amazes our clients and supports an exceptional client experience.

*It's empowering to know that we are constantly evolving and growing together. The way we learn inspires the way we collaborate, the quality of our work, and the value of our client relationships.*

**BRANDON SCOTT | VP DIGITAL**





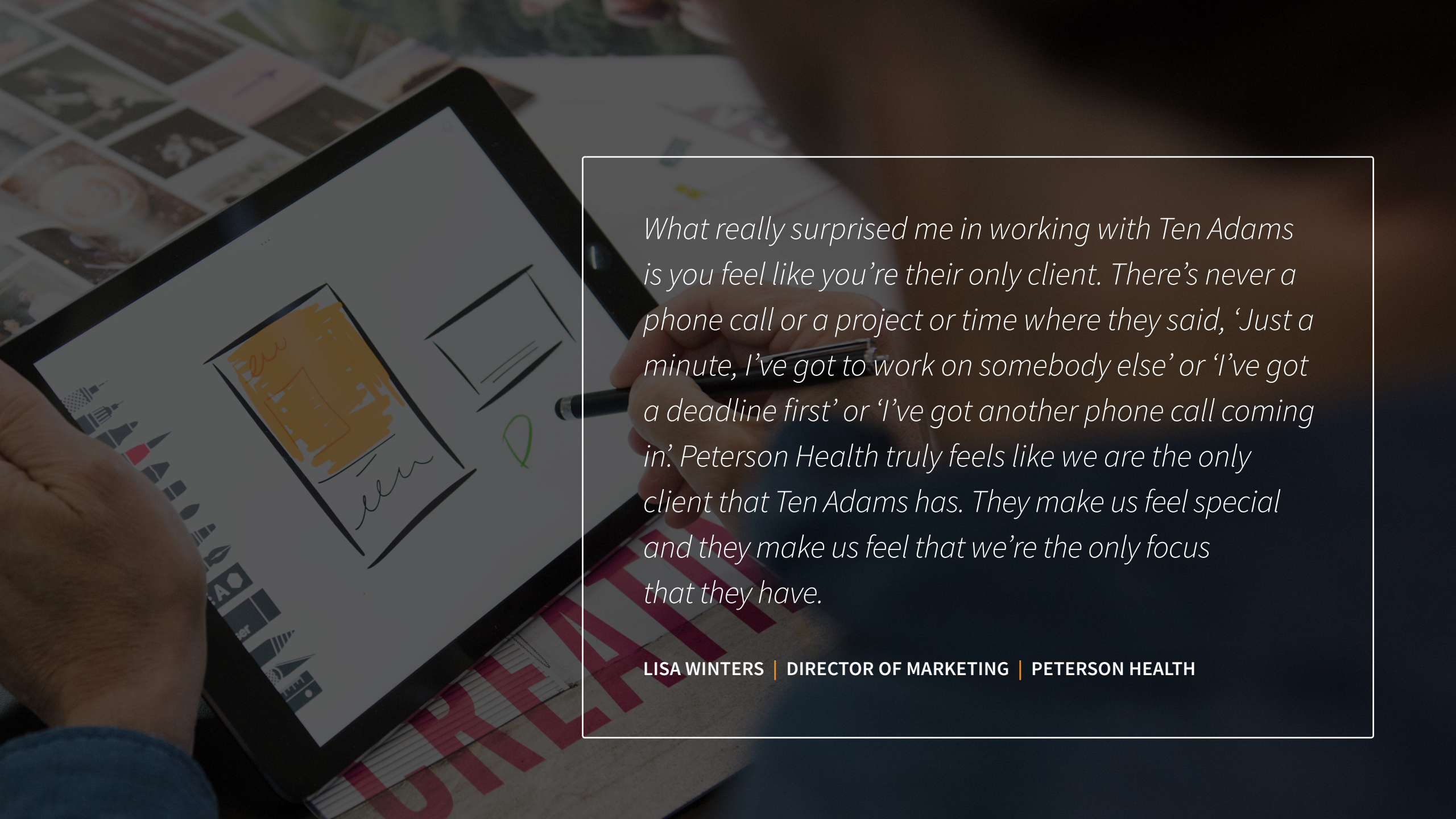
### 3. TRANSFORMATION OF CLIENTS

#### TURN BUSINESS CHALLENGES INTO POWERFUL BRAND EXPERIENCES.

For our clients, Ten Adams becomes the catalyst that leads to their own transformations. Our 100% healthcare perspective means we ask the tough questions and offer the critical insights that make growth possible. We pragmatically approach our clients' business challenges of **Brand, Engagement, Reputation** and **Growth** through our focused expertise in **Strategy, Creative, Digital** and **Media**.







*What really surprised me in working with Ten Adams is you feel like you're their only client. There's never a phone call or a project or time where they said, 'Just a minute, I've got to work on somebody else' or 'I've got a deadline first' or 'I've got another phone call coming in'. Peterson Health truly feels like we are the only client that Ten Adams has. They make us feel special and they make us feel that we're the only focus that they have.*

**LISA WINTERS | DIRECTOR OF MARKETING | PETERSON HEALTH**



Three people are holding up black boards with the number 10 on them. The person on the left is wearing a blue blazer. The person in the middle is wearing a dark blue blazer and a green patterned scarf. The person on the right is wearing a grey blazer and a beaded necklace. The background is a blurred outdoor scene with green foliage.

10

10

10

*It's clear Ten Adams takes pride in their work and the relationships they build with clients; never once did I feel silly for asking a question or that our project was a burden.*

STACY DILLIER | BRAND MANAGER | PHOENIX CHILDREN'S HOSPITAL

# HOW WE HELP

## HEALTHCARE CHALLENGES

Every business has its challenges. But healthcare challenges have the added bonus of impacting the health of entire communities — which is why we tackle them from the get-go.

### BRANDING

A healthcare brand has to give people something to believe in. We're experts at crafting brand stories that are undeniably real.

### ENGAGEMENT

It's not enough to tell consumers how they should feel about a health-focused organization — we build interactions that allow audiences to form their own opinions.

### REPUTATION

We know a rep — good or can hang around for a long time. We promote the positive consumer experiences, for our clients, that can reinforce or transform mindsets.

### GROWTH

Growth is about a whole lot more than boosting the bottom line. Ten Adams makes sure growth is giving our client's brand a healthy boost, too.



## OUR SERVICES

Over 30 years of 100% healthcare focus means services that have been honed by time and experience. That expertise is what fuels client confidence, in Ten Adams, as we work together to build something amazing.

### STRATEGY

We implement powerful strategies in our quest to uncover where our clients want to go — and discover how to get there.

### CREATIVE

More than just a pretty face, our creative is powerfully effective and 100% authentically our client's.

### DIGITAL

By understanding how people and brands interact in the digital world, we craft experiences for health-focused organizations that lead to meaningful connections.

### MEDIA

Our media team devises strategies that make sure an organization's message(s) hit the right audiences when and where it counts.

*While every market is vastly different, the patient experience and internal culture are universally important for every healthcare organization. Through our extensive strategic planning and creative execution, we help clients achieve their highest potential in patient satisfaction and employee engagement. Our clients value our healthcare expertise. And in turn, we strive to exceed their expectations in everything we do, which makes me so proud of our team. And that happens a lot!*

**LISA NELSON | ACCOUNT SERVICES**





LIVING THE  
BRAND











Makes sense that her favorite movie is Dirty Dancing — because nobody puts Amanda in a corner.





Anna's ultimate guilty pleasure? Naps. And she definitely deserves more than a few winks with all the energy she spends keeping Ten Adams fluid + flowing.



There's a good reason Nancy was known as Powerhouse Pfeiffer in her softball days. Let's just say we're really glad she's on our side.



John is a good man to have around.  
Because John's mom taught him how  
to share. Great ideas. And candy.



There are three little words that  
everyone at Ten Adams loves  
to hear. "Jesse's got this."



Vinyasa is all about flow. So is Jen.  
Her flexibility makes her a warrior both  
on and off the yoga mat.



I think Pablo Picasso said it best,  
Learn the rules like a pro, so you can  
break them like an artist.

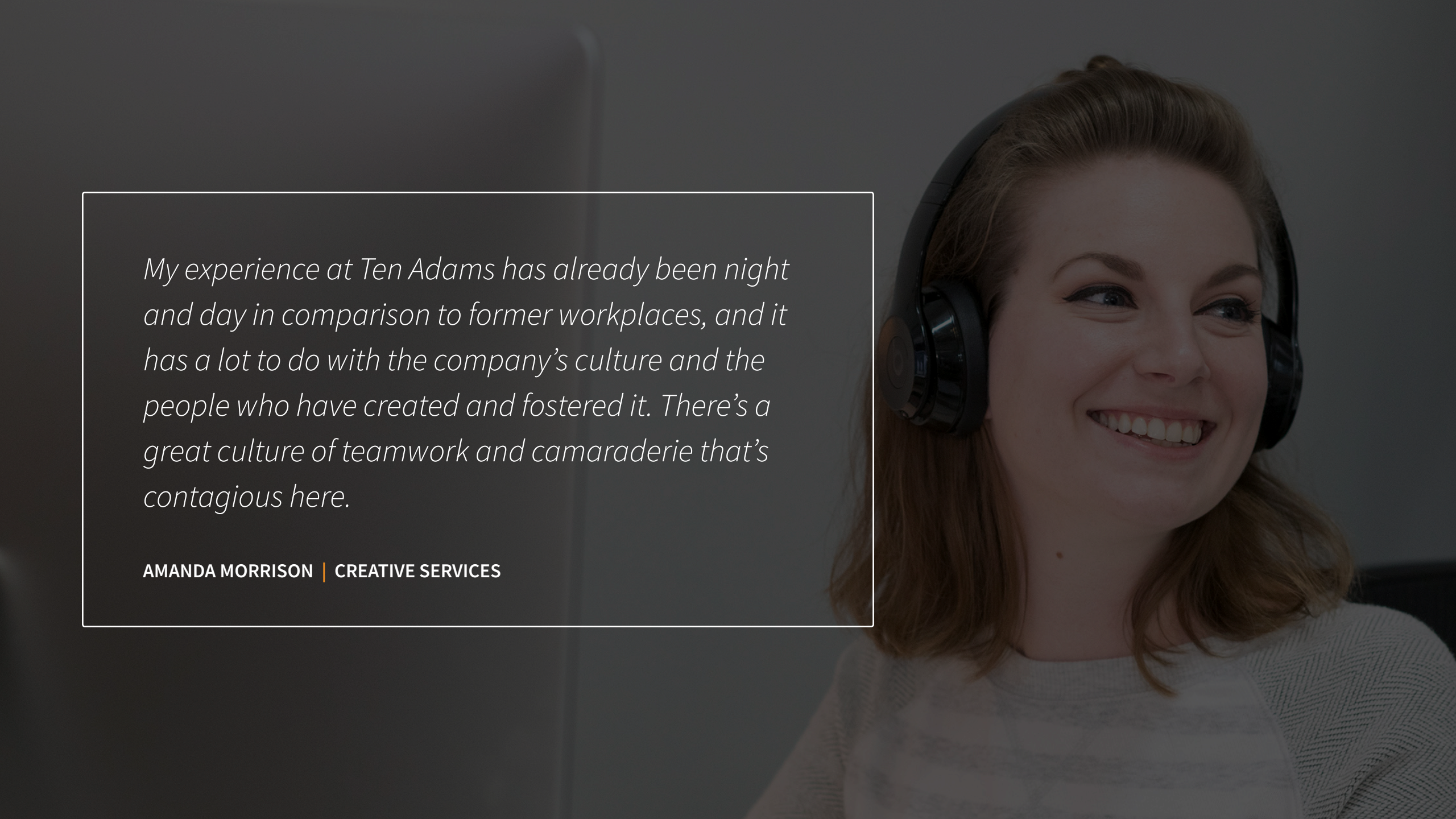
Balance isn't something you find,  
it's something you create.



Don't confuse Kathy's sweetness for  
weakness. Because we guarantee this  
CrossFitter can take any one of us.







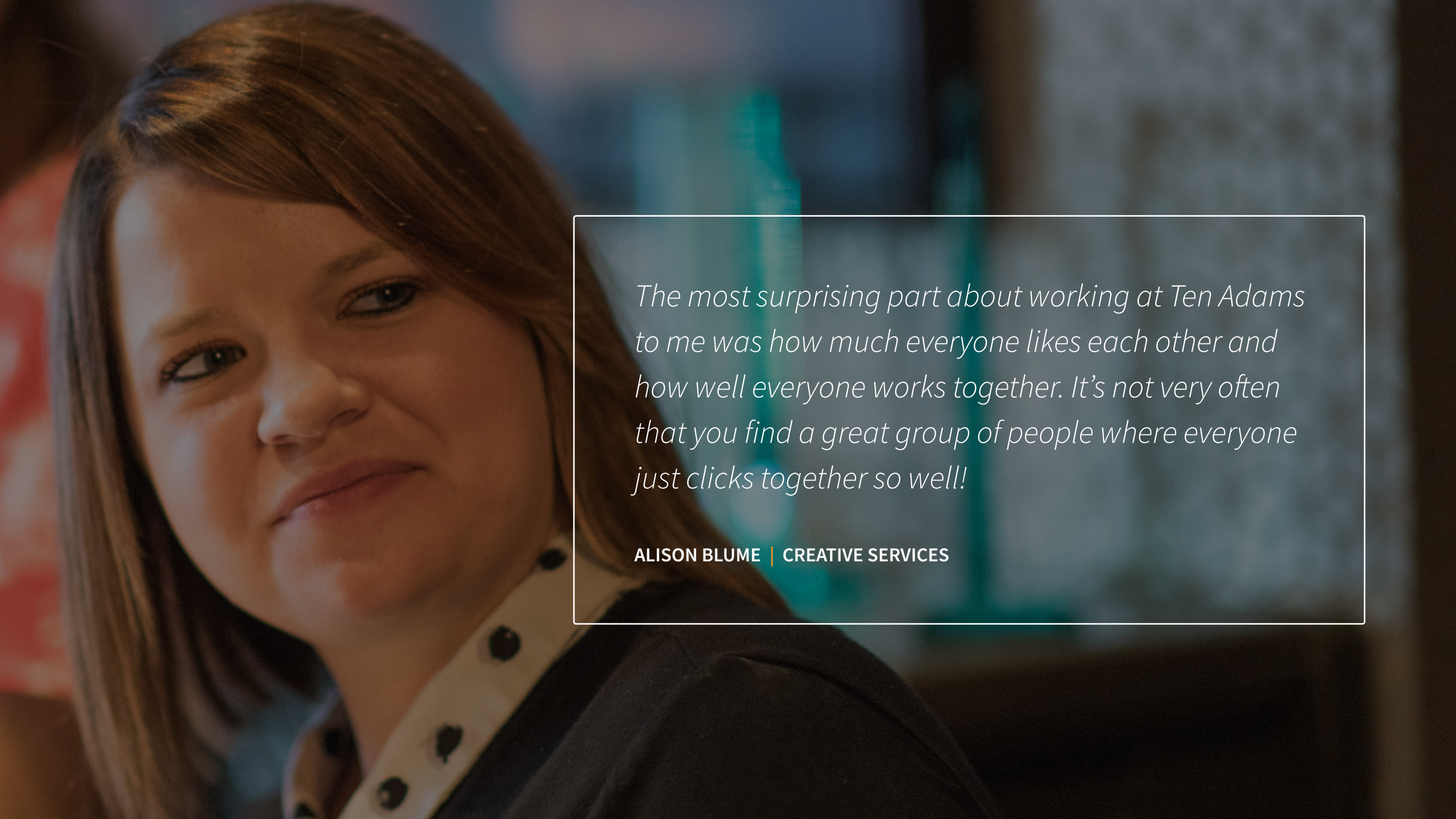
*My experience at Ten Adams has already been night and day in comparison to former workplaces, and it has a lot to do with the company's culture and the people who have created and fostered it. There's a great culture of teamwork and camaraderie that's contagious here.*

**AMANDA MORRISON | CREATIVE SERVICES**









*The most surprising part about working at Ten Adams to me was how much everyone likes each other and how well everyone works together. It's not very often that you find a great group of people where everyone just clicks together so well!*

**ALISON BLUME | CREATIVE SERVICES**



Brandon + Jeff keep the music going  
that gets the brilliance flowing.



Kim is momma to twin boys. So it goes  
without saying that no challenge we  
throw her way could possibly faze her.



Ellen is running a marathon in every U.S. state.  
Which basically makes her Forrest Gump.  
(Maybe that's why she and our clients  
go together like peas and carrots.)



Our office pet: Melvin.

Ten Adams' resident redhead uses  
her serious firepower to fuel the  
Ten Adams creative furnace.



Dynamic duo Naiyana + Amanda define,  
design and refine award-winning creative.



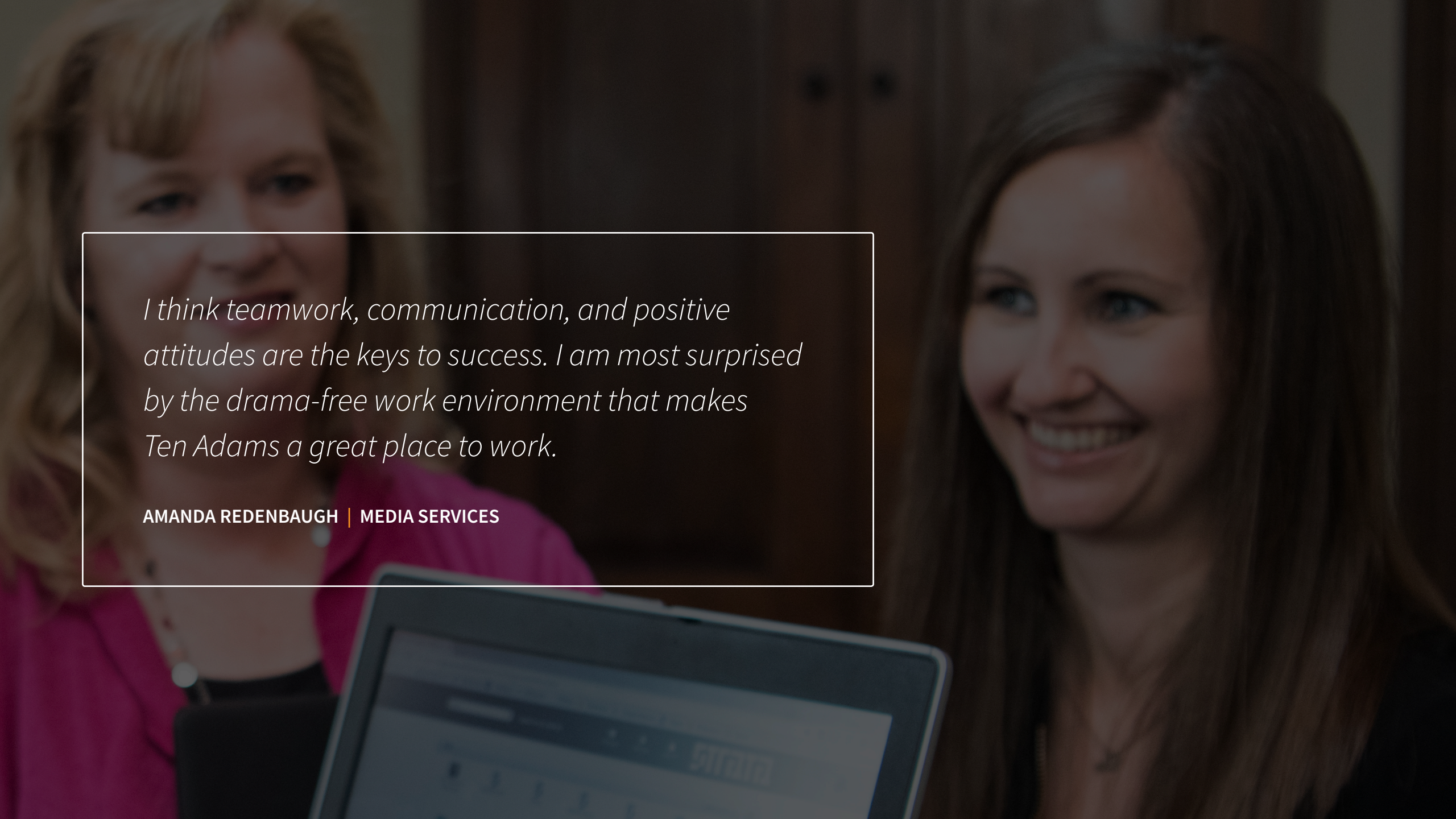




Did we mention that our office  
has three flights of stairs?





A background image showing two women smiling. The woman on the left has blonde hair and is wearing a pink shirt. The woman on the right has long brown hair and is wearing a dark top. They are in an office environment with wooden cabinets in the background. A tablet is visible in the foreground, held by the woman on the left.

*I think teamwork, communication, and positive attitudes are the keys to success. I am most surprised by the drama-free work environment that makes Ten Adams a great place to work.*

**AMANDA REDENBAUGH | MEDIA SERVICES**

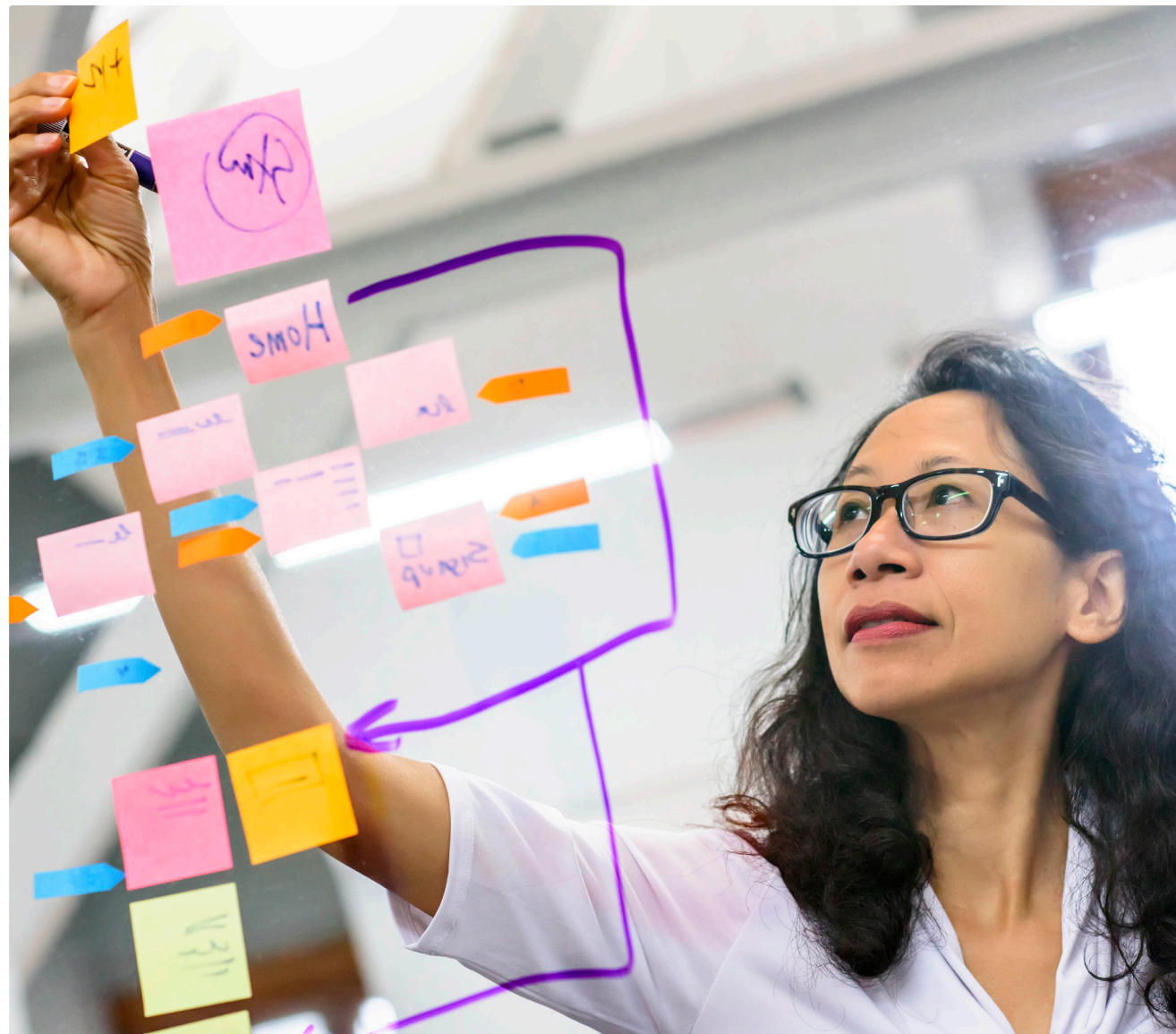












An accomplished rock climber and art director, Naiyana always takes the best route. (And we'd let her belay for us anytime.)

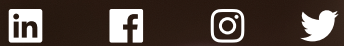


A dancer back in the day, Kati knows how to keep us on our toes. (And spins circles around us with her energy.)





[tenadams.com](https://tenadams.com)



**TEN ADAMS** 

Branding | Marketing | Advertising