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It's the People.

FEATURE ARTICLE

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Our clients are people, not companies.

This has been a Clientek mantra since our founding in 1992. While it may sound like a catchy phrase or marketing slogan, I can assure you it is not. In my time at Clientek, I have never once felt that this was a false sentiment. The most vital component of every project we execute are the people we work with.

While formal documentation states that we are engaged with corporations, it is those who carry-out the work that matter most to us. The businesses' best interests are always top-of-mind, but delivering quality solutions starts with the people.

Every engagement can be boiled down to the individuals involved. That human element is crucial. We choose to believe in the people we work with -- people express these three essential characteristics while companies cannot.

1. Emotion - If human beings are involved, emotions are at play. While emotions can vary greatly, the key to success is to harness them; leveling-out the highs/lows and focusing on the elements that drive progress forward. In many cases, emotions can run the gamut, but we have identified three specific emotions that are present in every successful engagement: passion, desire, and aspiration. Embrace them.

2. Integrity - Customers are not afraid of the truth; they are endlessly in search of it. Building a rapport with our clients is essential to what we do. We focus on building trust by providing unparalleled transparency and honor by doing the right thing because it's the right thing to do. We have found that if we act with our customers best interest in mind, they follow suit.

3. Camaraderie - There are few person-to-person characteristics that are more important. Building a harmonious and equally beneficial relationship is among the

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most difficult, and rewarding, elements of any engagement. We strive to partner with our clients to bring about unique and innovative perspectives. As the age old saying goes: two heads are better than one.

Next time you sign a contract, look at the person across the table. That is who you are agreeing to work with, not the logo at the top of the document. Embrace the human connection and you will be shocked by what you will find. People are incredible.

The human connection is vital for success.

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