



**Schlesinger Associates**

A Marketing Research Corporation

# *Vision* Schlesinger Associates

Our Mission,  
Vision & Values

*Mission*  
2012 & Beyond

*Values*  
Your Global Research Partner, Anywhere, Anytime.

# Vision

## Letter from the Chief Executive Officer & President

Many of our clients find our forty-five years of experience and partnership reassuring but we cannot say the same for ourselves. As a company, we celebrate our successes but as a culture, we are restless: our constant dissatisfaction with today means that we are always looking forward to tomorrow. We must seek to build on our success while considering the forces and trends that will shape our world and how we will continue to contribute to it. In order to thrive as a company, it is not enough that we meet client needs today — we must seek to anticipate future needs and desires not yet expressed or even contemplated.

As our company and passions have grown, so have our people. Our teams are locally focussed in delivering a world-class service to our clients but we have come together globally as one company to plan one future. In setting our strategy for the next five years, we believed it to be pivotal to ensure that the most passionate and driven people in our companies were invited to collaborate to create and implement our vision and strategy, and so our Strategic Core Team was born.

Together, with belief, drive and enthusiasm, we have planned a long-term destination for Schlesinger Associates. Our vision has a unifying and enduring purpose that will guide and encourage our company and its members in all its activities.

Steve Schlesinger  
CEO

Mike Sullivan  
President

# Mission

## Our Mission

Our story so far...

“ We deliver outstanding participant recruitment and research services for any methodology, worldwide, while being a good neighbor in our communities and a responsible visitor on our planet.

## Our Vision

Our goal for the future...

“ To be the global leader in cultivating relationships that connect answers to questions, powered by people, passion and purpose.

# Values

# Vision

## The Pillars of Our Vision

### Our People

We will recruit and develop our people for success: We will always have the right people with the right skills and passion in our company to represent our brand, to live our values, to deliver our mission and to join us in our journey towards our vision.

We will nurture our company culture, offering a stimulating and rewarding environment in which to build a career in order to attract the best talent and the most passion to our company.

We will invest continually in learning and training; developing leaders today for tomorrow.

We will support and empower our people to give our individuals freedom to succeed.

We will reward excellence.

### Communication Excellence

Communication touches everything that we do as a company. We listen, we clarify, we present, we brief, we invite, we question, we engage, we confer, we report, we interpret, we inspire, we encourage, we challenge, we support, we share. We will strive to be the best communicators that we can be in order to continually enhance the cultivation of all our relationships, internally and externally.

To listen, to understand, to be heard and to be understood. And to do all this with excellence and across international boundaries.

We will embrace new communication principles and media to communicate successfully with all our audiences in our rapidly changing world.

# Mission

## Technology

Is there a better way? This is what we ask as we constantly seek opportunities to make our clients' research experience more insightful and more efficient through innovations in technology.

We will explore new technologies to strengthen our infrastructure, streamline our operations and improve our employee work experience.

### Internationalization

We recognize that internationalization is good for us. It broadens our minds, it expands our horizons, it creates new partnerships.

We will grow our network of office locations and panel communities in international markets according to the needs of our clients.

We will satisfy the needs of both our international clients and our local clients, through striking a positive balance of a localist agenda; embracing cultural variances, styles, and behaviors of each country, with the need for global synergies and a consistent quality of brand experiences.

We will continue in our development as a successful international company that operates effectively through synergies and shared knowledge.

We will continue to learn from our international colleagues and allow each company's personality to contribute to our culture and our identity..

We will foster a culture of global engagement and knowledge to ensure the best and most flexible experience for international clients visiting any of our locations.

We will equally foster a culture of harmony, energy and positivity between companies in member countries.

## Growth

*Our* business will continue to grow as we stay flexible within the changing landscape in which we operate.

*Our* business will continue to grow as we support our clients in their business goals through our core services.

*Our* business will continue to grow as we seek to provide new services and drive innovations to meet the full demands of clients' research needs.

*Our* business will continue to grow as we enter new markets to meet our clients' global research needs.

*Our* business will grow as we develop quality panel communities in new markets.

*Our* business will continue to grow as we remain fast-moving, effective and efficient.

*Our* business will still continue to grow as we continue to put responsibility before profit.

## Our Values

Our values, set out by our Founder, Sarah Berg Schlesinger in the early days of the company, remain the guiding principles which underpin our mission and our vision and describe the operational standard by which everyone in the company is expected to work, whether for our client services or for our corporate and social responsibilities.

### Quality

*We believe* that quality is our brand promise to our clients.

*We believe* that ethics and integrity underpin the value of our quality.

*We believe* in the art of possibility, aiming for the stars in everything that we do.

*We believe* that we should never put our names to anything we will not be proud of today or in the future.

*We believe* in combining style and substance to make our clients look good.

*We believe* in always monitoring and adjusting to guarantee quality as a consistent reality.

### Service Excellence

*We believe* service excellence is an attitude of the mind and the heart.

*We believe* that if we put our clients first and then everything else will follow.

*We believe* in delighting our clients by delivering what we promise and then exceeding their expectations — and we keep raising the bar.

*We believe* in welcoming clients with the hospitality we would extend to visitors to our homes.

### Partnership

*We believe* that every relationship should become a deep and lasting partnership founded on trust and loyalty.

*We believe* that loyalty and trust are built one brick at a time.

*We believe* in looking beyond the profit of today's study to the long-term possibilities.

*We believe* in getting out there and listening to our clients and talking in the industry.

*We believe* in bringing together clients, colleagues, suppliers and strategic partners to create partnerships of mutual and enduring value.



**Schlesinger Associates**

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