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Destination Postcard

1. Noun _____
2. Adjective - Comparative _____
3. Noun _____
4. Noun _____
5. Verb - Present Tense _____
6. Noun _____
7. Noun _____
8. Noun - Plural _____
9. Noun - Plural _____
10. Noun _____
11. Noun _____
12. Noun _____
13. Adjective - Comparative _____
14. Noun _____
15. Adverb _____
16. Noun - Plural _____
17. Adjective _____
18. Adverb - Superlative _____
19. Noun _____
20. Noun - Plural _____
21. Noun - Plural _____
22. Adjective _____
23. Adjective _____

24. Noun _____

25. Noun _____

26. Noun _____

27. Noun _____

28. Noun _____

29. Noun _____

Destination Postcard

As a result of consistently delivering deep thinking, an innovative spirit and great storytelling to our clients, Gongos has evolved in many ways.

From an external perspective, our clients are able to spontaneously articulate that Gongos is known for great stories that are a result of deep thinking and an innovative spirit. They will tell you that they come away from every interaction with us having learned _____Noun_____ or having gained _____Adjective - Comparative_____ clarity about the _____Noun_____ and _____Noun_____ problems they are _____Verb - Present Tense_____ with. Without even seeing a company _____Noun_____, they can spot our work out from the crowd and say, "No question about it. That's Gongos' _____Noun_____." In fact, they so value it that they remain with us as _____Noun - Plural_____ and become _____Noun - Plural_____ of GR among their peers in the _____Noun_____.

Internally, some important shifts occurred to bring GR to this place.

One shift came from a commitment at all levels of the organization to challenge clients' research and business assumptions - all in the spirit of helping both them and us gain clarity into the essence of their questions. Across the board, the desire to find "what lies beyond the _____Noun_____" is strong within every _____Noun_____ and drives them to dig a little _____Adjective - Comparative_____ to discover it. If you asked employees, this evolution also came with a shift toward freeing employees to create great _____Noun_____. Rather than feeling _____Adverb_____ shackled

to rigid _____Noun - Plural_____ for everything, employees felt trusted to bring their _____Adjective_____ gifts to their work, with standardized _____Adverb - Superlative_____ practices only put into place for "mission critical" elements of our _____Noun_____.

A true feeling of "ownership" also is pervasive throughout the organization. We identify with our _____Noun - Plural_____, their business and their _____Noun - Plural_____. We realize every project, every client interaction, every decision we make is _____Adjective_____ both for our _____Adjective_____ development as well as for the growth of the _____Noun_____ as a whole.

Beyond this, though, this feeling of ownership is rooted in a strong desire to play a part in writing the next chapter of Gongos' history. Employees realize Gongos is a special _____Noun_____ and is creating a unique _____Noun_____. Being a part of it taps into our desire to be the best that we can be individually and as a part of something bigger than ourselves; something that we can point to at the end of our careers and say, "I helped shape Gongos into the _____Noun_____ it is. And, at the same time, Gongos helped to shape me and help me grow as a _____Noun_____...and as a _____Noun_____. It was the highlight of my career."

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