

The Napkin Guys: How to Create and Maintain a Company Culture

Tim Hanson: What are you thinking of the experience so far, Bryan?

Bryan Bechtoldt: Yeah, it's interesting. Anytime we're up here, it's always the best. You know, the people at Red Crown are really focused on just providing exceptional customer service.

Tim: Yeah. Doesn't it remind you a lot of kind of the culture we've tried to create? Maybe that's why we just feel that synergy when we come up here with Red Crown.

Bryan: I think we respect it so much, the amount of effort they put into it and we do the same thing. We try to make sure that, you know, we're always living our mission - to serve people better. It's something that we actively focus on and, you know, there's some real specific steps that you have to do to do that, and this place is very reminiscent of it. The one thing that I am constantly impressed with is the exacting standards that go into everything that happens here at Red Crown.

Tim: Yeah, and I think, you know, we strive for that at SVA. Obviously, they strive for it at Red Crown, that consistency in the experience at that really high quality level.

Bryan: Yeah, and really care for what's going on inside of someone's world, you know. You get somebody on the phone or you're there in person with them, working on them, you know, they're, you know, oftentimes troubled with things. And trying to really be that giver and help them through that, and try to help them with their problem and solve it to get to a better place. That genuine care is what's really important.

Tim: Well, and I think, you know, we have thought a lot about that core value statement - serve people better.

Bryan: Yeah.

Tim: But the people are both inward and outward. So we spend a lot of time thinking about how we hire the best and the brightest, and how we create that culture for them within our organization and you can feel that at Red Crown as well. Everybody you interact with here is well-trained. They've thought about their position, they think about the customer experience.

Bryan: Yeah, it's interesting. You know, when you support people and you build a supportive culture, you know, what ends up happening is they have confidence and they feel they can succeed. And they feel they're cared for and they're going to give a little more, and we really strive for that. I, you know, not to toot our own horn, but I'm pretty proud of the fact that, and we should be as a partner group, that SVA won a Best Place to Work award.

Tim: Right, I'm really proud of it as well.

Bryan: And it's something that really does speak to our culture, and it speaks to the care that we give our team members.

Tim: I think the other, really the last part of our, you know, kind of that core value statement is the "better".

Bryan: Yeah.

Tim: And I think we really strive to figure out - how do we improve that experience both for our customers and for our employees as we move forward in our journey together?

Bryan: Yeah, and don't rest on your laurels.

Tim: Yeah.

Bryan: It's a constant journey. You've got to constantly move, you've got to constantly make sure that you're trying to be better.

Tim: So we've been coming here for fifteen or sixteen years now, I think, as an organization, and honestly I can say it feels better each time we come.

Bryan: It does! It's crazy! We're lucky enough to come two or three times a year for different events and things, and it's just one spectacular thing after another.

Tim: So it's, you know, it's pretty easy for us this time because if we're gonna summarize our kind of bullet points, our talking points.

Bryan: Yeah.

Tim: We serve with quality, with consistency at a really high level. People - understanding the relationship, understanding what motivates and how we move people forward in our relationships. And better - always striving for a better experience for improvement; challenging the status quo.

Bryan: Yeah, absolutely, Tim.

Tim: That's what I love about Red Crown. I love the culture that they've created here and I think it fits so well with the SVA culture as well.

Bryan: I agree.

Tim: Well.

Bryan: Cheers.

Tim: Cheers. Off to our meetings?

Bryan: Off to our meetings.

Tim: Alright, let's have a good day.