

HELPING NAVIGATE CHANGE

Culture book

Who we are, what we stand for, and how we work
— together.

OUR PURPOSE

We're committed to giving leaders the insight that drives meaningful organizational change through the lens of culture and strategy.

At gothamCulture, our diversity is our strength. Our team members bring a wide variety of backgrounds, each contributing different expertise and experience that together make up who we are.

"We always ask the why behind what we do, and we're committed to bringing maximum value to our clients."



OUR VALUES

Each of our values represents a unique element of our culture.

1

Committed to the core

2

Maniacal pursuit of excellence

3

Unwavering integrity

4

Relatable expertise

5

Authentic community



1

Committed to the core

We feel a deep responsibility to our clients and to each other. We act with empathy and with the best interest of others in mind.

1

COMMITTED TO THE CORE

Cutting corners isn't an option — we're committed to helping our clients and team members reach their highest potential.

We're reliable, flexible, and organized. We adapt quickly — and enthusiastically — to our clients' changing needs.

We're not limited by job titles. Every member of our team is empowered and encouraged to do their very best work.

"We have the desire and willingness to go to the end and beyond to make sure we're serving our clients."

"We believe in our team, and we work to understand what motivates each person."

2

Maniacal pursuit of excellence

We have an obligation to ourselves, our clients, and other stakeholders to never settle for anything less than excellence. It's the standard we hold ourselves to — and what others deserve from us.

2

MANIACAL PURSUIT OF EXCELLENCE

We challenge each other to bring our very best to the table.

We never say "that's good enough." We help our clients meet their goals and push even further toward excellence.

We stay attuned to our clients' true needs and hold exceptionally high standards in everything we do.

"We challenge and hold each other accountable for doing our best."

"Delivering the highest-quality product and experience is our top priority."

3

Unwavering integrity

We're honest with each other and our clients. We do what's right, even when no one's looking.

3

UNWAVERING INTEGRITY

Our moral compass and transparency keep us grounded and honest.

We'd rather take the hard right over the easy wrong.

We don't sell our clients anything they don't need. We give candid, actionable feedback that drives results.

"We do what we say we will, with the best intentions — honest and direct."

"We're transparent with our clients about who we are — and who we're not."

4

Relatable expertise

We remain humbly confident in our own capabilities and expertise, and pride ourselves on relating to our clients in an approachable, transparent way.

4

RELATABLE EXPERTISE

We check our egos at the door. Each of us brings learned expertise, but we stay open and work to relate to one another and to our clients.

We involve everyone in discussion and decisions — all with the goal of improving ourselves and offering the best possible service to our clients.

If we can't help, we find someone who can.

"We give each other the space to be experts, and the grace to be colleagues."

"We're just as comfortable on the front lines as we are in the C-suite."

5

Authentic community

We connect with each other in authentic ways, because together we can do more than any of us could alone. Each of us plays a unique part in fostering community and inclusion.

5

AUTHENTIC COMMUNITY

Instead of working in silos, we invite team members to share their experience, their stories, and their insights.

We never elevate ourselves above our clients or each other because of education or experience.

Through open and honest communication, we relate to each other — and our clients — as both people and professionals.

"Our clients know where we stand and what we believe in."

"We have a willingness to learn from, and share with, each other."



GC & YOU

Where do you fit?

Flexibility

We respect that your life is more than work. We give you the flexibility to work in the way that's best for you — in a cabin or a coffeehouse, wherever you're comfortable. As long as quality and your ability to support your team aren't sacrificed, of course.

We measure contribution by outcomes, not hours logged or seats filled. That trust runs both ways — we count on you to manage your time well, and you can count on us to judge your work by what you deliver.

We stay connected

Our team is spread coast to coast, but we make it a point to stay closely connected. Through email, video, or in person, we're always collaborating to better serve our clients and each other.

We check in often, celebrate wins together, and make space for the informal conversations that build real relationships — not just the ones on the calendar.

GC & YOU

Your voice matters, and you're supported

Your voice matters

We make decisions collaboratively and welcome everyone's input, because the solutions we build together are better than anything we'd come up with alone. You have a voice — no matter how many letters follow your name, your insight is always valuable and welcome.

Good ideas can come from anywhere on the team, so we build in the time and space to hear them — in team meetings, one-on-ones, and the everyday conversations in between.

You are supported

We help each other be our best. Whether you need an extra hand or another set of eyes, we're willing to help — even when it's outside our job description. We'll have your back, push you to think bigger, and keep learning and growing. Together.

That support shows up in the small moments too — someone offering feedback before you ask, or checking in when a project gets hard. No one here is left to figure it out alone.

LOCATIONS & CONTACT

Find us

New York City

New York, NY

Seattle / Bainbridge Island

Bainbridge Island, WA

Washington, D.C.

Washington, D.C.

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